



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

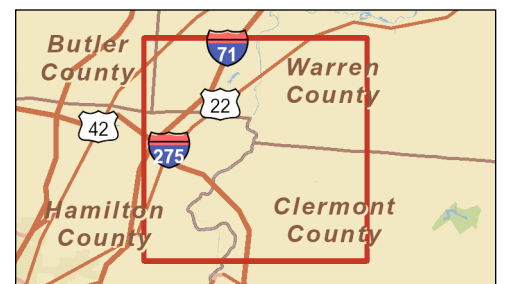
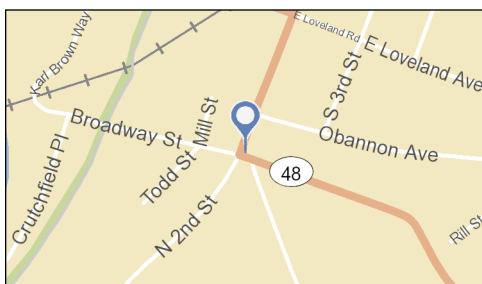
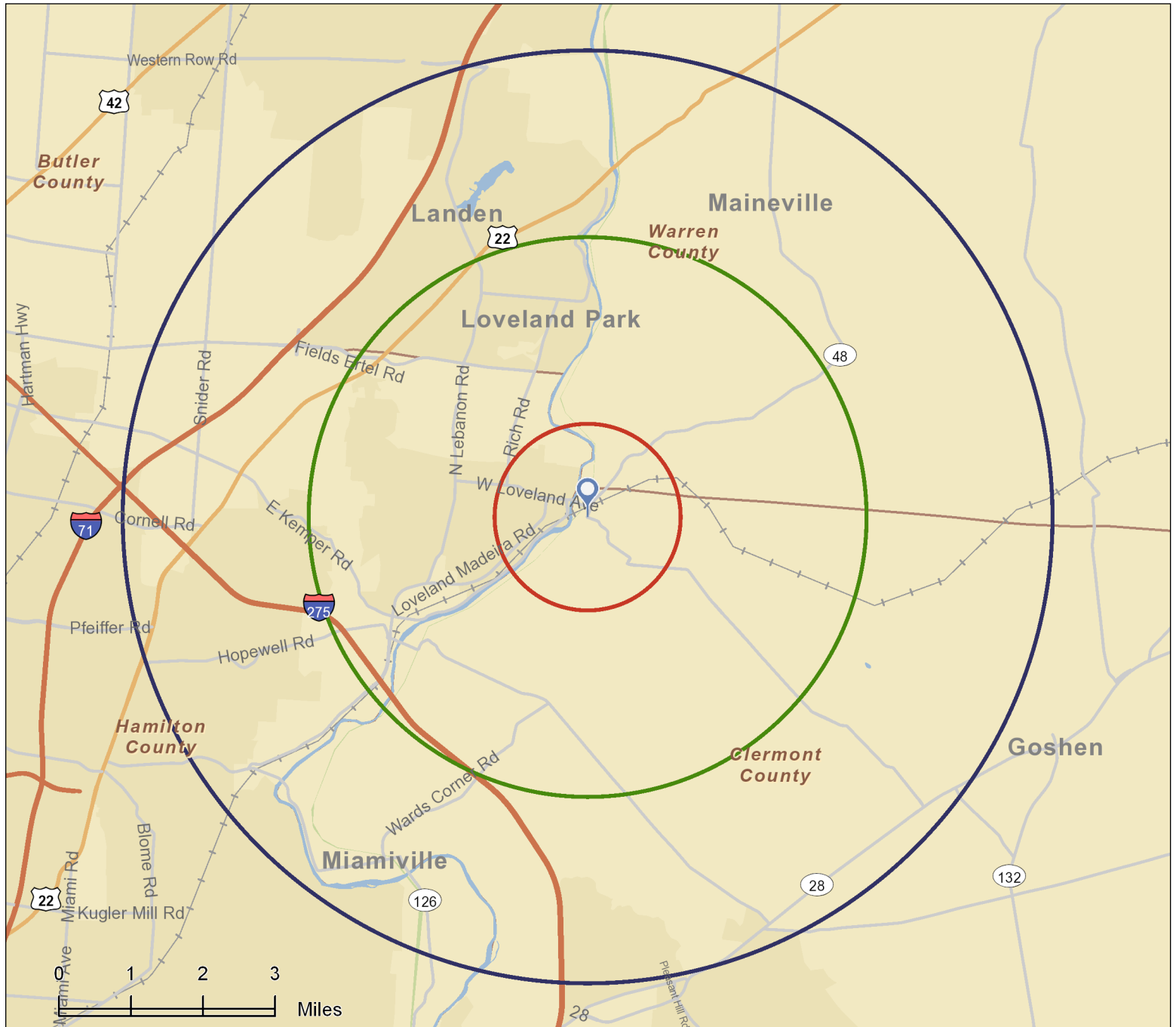
Site Map

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575



March 27, 2012

Made with Esri Business Analyst



Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,671	34,204	83,378
2000 Group Quarters	14	136	601
2010 Total Population	5,148	39,237	101,695
2015 Total Population	5,404	41,632	109,557
2010-2015 Annual Rate	0.98%	1.19%	1.50%
Household Summary			
2000 Households	1,820	12,266	30,087
2000 Average Household Size	2.56	2.78	2.75
2010 Households	1,974	14,026	36,922
2010 Average Household Size	2.60	2.79	2.74
2015 Households	2,059	14,893	39,888
2015 Average Household Size	2.62	2.79	2.73
2010-2015 Annual Rate	0.85%	1.21%	1.56%
2000 Families	1,333	9,496	23,315
2000 Average Family Size	3.01	3.21	3.17
2010 Families	1,432	10,651	28,194
2010 Average Family Size	3.07	3.24	3.17
2015 Families	1,488	11,226	30,282
2015 Average Family Size	3.09	3.24	3.16
2010-2015 Annual Rate	0.77%	1.06%	1.44%
Housing Unit Summary			
2000 Housing Units	1,892	12,709	31,407
Owner Occupied Housing Units	62.4%	77.4%	77.5%
Renter Occupied Housing Units	33.4%	19.1%	18.2%
Vacant Housing Units	4.3%	3.4%	4.2%
2010 Housing Units	2,123	14,883	39,467
Owner Occupied Housing Units	61.7%	72.9%	73.7%
Renter Occupied Housing Units	31.3%	21.4%	19.8%
Vacant Housing Units	7.0%	5.8%	6.4%
2015 Housing Units	2,232	15,882	42,876
Owner Occupied Housing Units	61.8%	72.5%	73.5%
Renter Occupied Housing Units	30.4%	21.2%	19.6%
Vacant Housing Units	7.8%	6.2%	7.0%
Median Household Income			
2000	\$45,932	\$66,891	\$70,845
2010	\$63,761	\$82,569	\$86,522
2015	\$76,595	\$95,315	\$101,220
Median Home Value			
2000	\$123,743	\$161,022	\$167,732
2010	\$157,500	\$188,317	\$204,950
2015	\$174,781	\$206,109	\$227,340
Per Capita Income			
2000	\$24,303	\$30,573	\$32,907
2010	\$32,408	\$37,216	\$39,698
2015	\$36,566	\$40,708	\$43,626
Median Age			
2000	33.1	35.6	35.9
2010	34.0	36.7	37.3
2015	34.2	36.4	36.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2000 Households by Income			
Household Income Base	1,824	12,223	30,207
<\$15,000	13.8%	6.1%	5.1%
\$15,000 - \$24,999	9.0%	6.0%	5.5%
\$25,000 - \$34,999	14.3%	9.5%	7.9%
\$35,000 - \$49,999	17.3%	13.5%	13.1%
\$50,000 - \$74,999	17.9%	20.8%	21.4%
\$75,000 - \$99,999	10.9%	15.4%	17.1%
\$100,000 - \$149,999	8.3%	16.7%	16.7%
\$150,000 - \$199,999	4.1%	6.3%	6.5%
\$200,000+	4.3%	5.7%	6.7%
Average Household Income	\$65,049	\$84,802	\$90,493
2010 Households by Income			
Household Income Base	1,977	14,027	36,921
<\$15,000	9.3%	4.2%	3.3%
\$15,000 - \$24,999	5.4%	3.4%	3.4%
\$25,000 - \$34,999	6.7%	4.4%	3.9%
\$35,000 - \$49,999	17.6%	12.6%	11.1%
\$50,000 - \$74,999	18.1%	19.3%	18.9%
\$75,000 - \$99,999	14.5%	16.6%	17.6%
\$100,000 - \$149,999	16.0%	22.4%	23.9%
\$150,000 - \$199,999	5.6%	9.4%	9.0%
\$200,000+	6.9%	7.8%	9.0%
Average Household Income	\$88,122	\$103,969	\$109,329
2015 Households by Income			
Household Income Base	2,059	14,894	39,886
<\$15,000	7.7%	3.3%	2.5%
\$15,000 - \$24,999	3.9%	2.4%	2.4%
\$25,000 - \$34,999	4.8%	2.9%	2.5%
\$35,000 - \$49,999	12.5%	8.5%	7.3%
\$50,000 - \$74,999	19.8%	19.7%	18.5%
\$75,000 - \$99,999	15.1%	15.5%	15.7%
\$100,000 - \$149,999	20.3%	28.2%	30.6%
\$150,000 - \$199,999	7.4%	10.7%	10.2%
\$200,000+	8.5%	8.8%	10.3%
Average Household Income	\$100,036	\$113,704	\$119,875
2000 Owner Occupied Housing Units by Value			
Total	1,191	9,812	24,328
<\$50,000	1.6%	0.9%	1.9%
\$50,000 - \$99,999	34.9%	19.6%	15.3%
\$100,000 - \$149,999	21.7%	25.3%	24.6%
\$150,000 - \$199,999	15.4%	18.3%	22.0%
\$200,000 - \$299,999	12.3%	21.7%	22.1%
\$300,000 - \$499,999	13.4%	13.0%	11.3%
\$500,000 - \$999,999	0.7%	1.2%	2.5%
\$1,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$170,641	\$190,232	\$200,589
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	645	2,415	5,662
With Cash Rent	95.3%	94.4%	95.1%
No Cash Rent	4.7%	5.6%	4.9%
Median Rent	\$459	\$607	\$686
Average Rent	\$437	\$670	\$706

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2000 Population by Age			
Total	4,670	34,203	83,381
0 - 4	9.6%	8.4%	7.8%
5 - 9	8.9%	8.9%	8.5%
10 - 14	8.3%	8.6%	8.6%
15 - 24	12.4%	10.7%	10.9%
25 - 34	13.5%	12.3%	12.6%
35 - 44	18.8%	20.2%	19.5%
45 - 54	13.8%	15.2%	15.9%
55 - 64	6.5%	7.5%	8.0%
65 - 74	4.9%	4.6%	4.7%
75 - 84	2.7%	2.7%	2.7%
85 +	0.6%	0.9%	0.9%
18 +	69.0%	69.4%	70.2%
2010 Population by Age			
Total	5,151	39,236	101,694
0 - 4	9.2%	8.1%	7.6%
5 - 9	8.4%	8.2%	7.7%
10 - 14	8.3%	8.0%	7.8%
15 - 24	12.5%	11.6%	11.7%
25 - 34	12.9%	11.6%	11.7%
35 - 44	14.5%	15.4%	15.2%
45 - 54	16.0%	16.8%	16.9%
55 - 64	10.0%	11.2%	11.7%
65 - 74	4.5%	5.1%	5.5%
75 - 84	2.7%	2.8%	2.9%
85 +	1.0%	1.2%	1.2%
18 +	69.6%	71.1%	72.2%
2015 Population by Age			
Total	5,404	41,631	109,556
0 - 4	8.9%	8.0%	7.6%
5 - 9	8.5%	8.1%	7.7%
10 - 14	8.3%	8.0%	7.8%
15 - 24	12.5%	11.5%	11.5%
25 - 34	13.0%	12.5%	12.9%
35 - 44	14.3%	14.3%	13.9%
45 - 54	14.2%	15.1%	15.2%
55 - 64	11.0%	12.2%	12.3%
65 - 74	5.8%	6.5%	6.9%
75 - 84	2.4%	2.7%	2.9%
85 +	1.0%	1.2%	1.2%
18 +	70.1%	71.6%	72.5%
2000 Population by Sex			
Males	48.0%	49.2%	49.0%
Females	52.0%	50.8%	51.0%
2010 Population by Sex			
Males	48.6%	49.5%	48.9%
Females	51.4%	50.5%	51.1%
2015 Population by Sex			
Males	48.6%	49.5%	48.9%
Females	51.4%	50.5%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2000 Population by Race/Ethnicity			
Total	4,671	34,203	83,379
White Alone	94.7%	95.2%	93.3%
Black Alone	2.3%	1.5%	2.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	0.9%	1.9%	3.1%
Some Other Race Alone	0.4%	0.4%	0.5%
Two or More Races	1.6%	1.0%	1.0%
Hispanic Origin	0.8%	1.1%	1.3%
Diversity Index	11.7	11.4	15.2
2010 Population by Race/Ethnicity			
Total	5,148	39,237	101,694
White Alone	93.2%	92.7%	90.3%
Black Alone	2.9%	2.0%	2.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.2%	3.1%	4.7%
Some Other Race Alone	0.6%	0.7%	0.7%
Two or More Races	2.1%	1.4%	1.4%
Hispanic Origin	1.5%	2.2%	2.5%
Diversity Index	15.6	17.7	22.1
2015 Population by Race/Ethnicity			
Total	5,403	41,631	109,556
White Alone	92.5%	91.7%	89.3%
Black Alone	3.1%	2.3%	3.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.3%	3.5%	5.2%
Some Other Race Alone	0.6%	0.7%	0.8%
Two or More Races	2.3%	1.6%	1.5%
Hispanic Origin	1.9%	2.8%	3.0%
Diversity Index	17.4	20.3	24.6
2000 Population 3+ by School Enrollment			
Total	4,400	32,344	79,456
Enrolled in Nursery/Preschool	1.9%	2.4%	2.5%
Enrolled in Kindergarten	2.7%	2.0%	1.9%
Enrolled in Grade 1-8	15.8%	15.0%	14.6%
Enrolled in Grade 9-12	6.4%	7.0%	6.7%
Enrolled in College	2.5%	2.7%	2.9%
Enrolled in Grad/Prof School	0.7%	1.2%	1.3%
Not Enrolled in School	70.1%	69.6%	70.1%
2010 Population 25+ by Educational Attainment			
Total	3,170	25,148	66,168
Less Than 9th Grade	2.6%	1.7%	1.6%
9th to 12th Grade, No Diploma	7.7%	4.5%	3.6%
High School Graduate	30.4%	21.7%	19.3%
Some College, No Degree	19.8%	16.8%	17.2%
Associate Degree	5.4%	7.9%	8.2%
Bachelor's Degree	20.4%	29.2%	31.2%
Graduate/Professional Degree	13.6%	18.3%	19.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2010 Population 15+ by Marital Status			
Total	3,813	29,694	78,106
Never Married	28.3%	24.0%	23.1%
Married	58.4%	63.2%	64.1%
Widowed	3.7%	4.1%	4.2%
Divorced	9.6%	8.6%	8.6%
2000 Population 16+ by Employment Status			
Total	3,325	24,536	61,159
In Labor Force	71.4%	71.6%	72.5%
Civilian Employed	68.4%	69.4%	70.7%
Civilian Unemployed	3.0%	2.2%	1.8%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	28.6%	28.4%	27.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	88.8%	90.6%	91.8%
Civilian Unemployed	11.2%	9.4%	8.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.9%	92.3%	93.3%
Civilian Unemployed	9.1%	7.7%	6.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,800	12,718	31,642
Own Children < 6 Only	12.7%	10.5%	9.7%
Employed/in Armed Forces	6.6%	6.1%	5.6%
Unemployed	2.1%	0.6%	0.3%
Not in Labor Force	4.1%	3.9%	3.9%
Own Children <6 and 6-17 Only	8.9%	8.6%	7.8%
Employed/in Armed Forces	4.2%	3.8%	3.9%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	4.4%	4.6%	3.7%
Own Children 6-17 Only	24.6%	23.6%	22.9%
Employed/in Armed Forces	19.7%	16.7%	16.8%
Unemployed	0.6%	0.4%	0.4%
Not in Labor Force	4.3%	6.4%	5.7%
No Own Children < 18	53.8%	57.3%	59.6%
Employed/in Armed Forces	30.6%	33.6%	35.2%
Unemployed	0.9%	0.7%	0.8%
Not in Labor Force	22.3%	23.0%	23.7%
2010 Employed Population 16+ by Industry			
Total	2,414	18,843	49,871
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	5.6%	4.5%	4.2%
Manufacturing	15.1%	15.1%	14.0%
Wholesale Trade	3.2%	3.8%	4.0%
Retail Trade	10.5%	11.7%	11.3%
Transportation/Utilities	3.5%	3.3%	3.3%
Information	1.2%	2.0%	2.1%
Finance/Insurance/Real Estate	9.4%	8.8%	9.7%
Services	49.3%	48.6%	49.3%
Public Administration	1.9%	2.0%	2.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2010 Employed Population 16+ by Occupation			
Total	2,420	18,843	49,870
White Collar	63.6%	76.0%	77.3%
Management/Business/Financial	16.1%	23.0%	23.3%
Professional	20.2%	26.8%	28.4%
Sales	12.2%	13.8%	13.7%
Administrative Support	15.2%	12.3%	11.8%
Services	18.5%	11.1%	10.7%
Blue Collar	17.9%	12.9%	12.0%
Farming/Forestry/Fishing	0.2%	0.0%	0.0%
Construction/Extraction	3.2%	2.7%	2.4%
Installation/Maintenance/Repair	3.7%	2.8%	2.6%
Production	5.7%	3.8%	3.6%
Transportation/Material Moving	5.0%	3.5%	3.3%
2000 Workers 16+ by Means of Transportation to Work			
Total	2,231	16,781	42,742
Drove Alone - Car, Truck, or Van	85.2%	87.3%	86.5%
Carpooled - Car, Truck, or Van	9.4%	6.9%	6.8%
Public Transportation	0.4%	0.6%	1.1%
Walked	0.8%	0.4%	0.7%
Other Means	0.8%	0.6%	0.5%
Worked at Home	3.4%	4.3%	4.4%
2000 Workers 16+ by Travel Time to Work			
Total	2,231	16,781	42,743
Did not Work at Home	96.6%	95.7%	95.6%
Less than 5 minutes	3.3%	2.0%	1.8%
5 to 9 minutes	9.8%	6.6%	7.7%
10 to 19 minutes	28.8%	27.1%	27.1%
20 to 24 minutes	18.9%	17.6%	16.9%
25 to 34 minutes	20.4%	23.7%	24.3%
35 to 44 minutes	6.4%	7.9%	7.8%
45 to 59 minutes	6.3%	6.9%	6.4%
60 to 89 minutes	1.9%	2.2%	2.1%
90 or more minutes	0.9%	1.7%	1.4%
Worked at Home	3.4%	4.3%	4.4%
Average Travel Time to Work (in min)	22.4	25.2	24.7
2000 Households by Vehicles Available			
Total	1,837	12,257	30,045
None	5.7%	3.2%	2.4%
1	31.3%	23.1%	22.5%
2	41.9%	50.1%	51.1%
3	15.5%	17.8%	17.8%
4	3.0%	4.3%	4.6%
5+	2.5%	1.5%	1.6%
Average Number of Vehicles Available	1.9	2.0	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	1 mile	3 miles	5 miles
2000 Households by Type			
Total	1,820	12,266	30,086
Family Households	73.2%	77.4%	77.5%
Married-couple Family	54.4%	67.3%	67.9%
With Related Children	30.8%	37.9%	37.3%
Other Family (No Spouse)	18.8%	10.2%	9.6%
With Related Children	13.9%	6.8%	6.4%
Nonfamily Households	26.8%	22.6%	22.5%
Householder Living Alone	22.6%	19.1%	18.7%
Householder Not Living Alone	4.1%	3.5%	3.8%
Households with Related Children	44.7%	44.7%	43.6%
Households with Persons 65+	15.8%	16.1%	15.3%
2000 Households by Size			
Total	1,820	12,266	30,087
1 Person Household	22.7%	19.1%	18.7%
2 Person Household	31.3%	31.6%	32.7%
3 Person Household	18.0%	17.8%	18.1%
4 Person Household	17.3%	20.0%	19.4%
5 Person Household	7.6%	8.6%	8.3%
6 Person Household	2.3%	2.2%	2.2%
7 + Person Household	0.9%	0.8%	0.7%
2000 Households by Year Householder Moved In			
Total	1,838	12,256	30,047
Moved in 1999 to March 2000	23.4%	19.1%	20.1%
Moved in 1995 to 1998	32.5%	33.8%	34.2%
Moved in 1990 to 1994	16.1%	19.9%	18.0%
Moved in 1980 to 1989	9.8%	13.1%	15.5%
Moved in 1970 to 1979	8.2%	7.4%	6.9%
Moved in 1969 or Earlier	10.0%	6.6%	5.3%
Median Year Householder Moved In	1996	1995	1995
2000 Housing Units by Units in Structure			
Total	1,912	12,694	31,410
1, Detached	68.4%	77.7%	73.7%
1, Attached	0.7%	3.2%	6.7%
2	2.3%	0.6%	0.6%
3 or 4	3.0%	1.5%	3.4%
5 to 9	9.1%	3.9%	5.5%
10 to 19	14.8%	9.3%	6.3%
20 +	1.7%	3.7%	2.6%
Mobile Home	0.0%	0.1%	1.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,914	12,694	31,410
1999 to March 2000	2.9%	2.9%	4.2%
1995 to 1998	11.4%	15.2%	15.2%
1990 to 1994	8.8%	18.7%	15.3%
1980 to 1989	8.3%	17.7%	25.5%
1970 to 1979	19.3%	16.4%	17.4%
1969 or Earlier	49.4%	29.1%	22.4%
Median Year Structure Built	1970	1983	1984

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1. Aspiring Young Families	Boomburbs	Boomburbs	
2. Rustbelt Traditions	Suburban Splendor	In Style	
3. Main Street, USA	Enterprising Professionals	Suburban Splendor	
2010 Consumer Spending			
Apparel & Services: Total \$	\$4,227,607	\$35,193,435	\$97,060,827
Average Spent	\$2,141.69	\$2,509.14	\$2,628.80
Spending Potential Index	89	105	110
Computers & Accessories: Total \$	\$563,832	\$4,659,851	\$12,900,846
Average Spent	\$285.64	\$332.23	\$349.41
Spending Potential Index	130	151	159
Education: Total \$	\$3,243,679	\$27,054,721	\$74,390,774
Average Spent	\$1,643.24	\$1,928.88	\$2,014.80
Spending Potential Index	135	158	165
Entertainment/Recreation: Total \$	\$8,224,023	\$69,022,282	\$191,582,486
Average Spent	\$4,166.27	\$4,920.98	\$5,188.83
Spending Potential Index	129	153	161
Food at Home: Total \$	\$10,836,079	\$88,700,012	\$245,223,129
Average Spent	\$5,489.53	\$6,323.92	\$6,641.64
Spending Potential Index	123	141	148
Food Away from Home: Total \$	\$8,059,922	\$66,720,616	\$184,358,974
Average Spent	\$4,083.13	\$4,756.89	\$4,993.19
Spending Potential Index	127	148	155
Health Care: Total \$	\$8,790,742	\$72,724,069	\$201,505,562
Average Spent	\$4,453.36	\$5,184.91	\$5,457.59
Spending Potential Index	120	139	146
HH Furnishings & Equipment: Total \$	\$4,593,704	\$38,764,506	\$107,575,036
Average Spent	\$2,327.16	\$2,763.74	\$2,913.57
Spending Potential Index	113	134	142
Investments: Total \$	\$4,105,825	\$34,861,509	\$97,652,351
Average Spent	\$2,080.00	\$2,485.47	\$2,644.82
Spending Potential Index	120	143	152
Retail Goods: Total \$	\$58,895,903	\$491,141,767	\$1,362,797,160
Average Spent	\$29,836.49	\$35,016.24	\$36,910.08
Spending Potential Index	120	141	148
Shelter: Total \$	\$40,453,192	\$339,347,934	\$936,930,602
Average Spent	\$20,493.47	\$24,194.01	\$25,375.88
Spending Potential Index	130	153	161
TV/Video/Audio: Total \$	\$3,047,563	\$25,133,689	\$69,403,306
Average Spent	\$1,543.89	\$1,791.92	\$1,879.72
Spending Potential Index	124	144	151
Travel: Total \$	\$4,869,667	\$41,603,101	\$115,670,387
Average Spent	\$2,466.96	\$2,966.12	\$3,132.82
Spending Potential Index	130	157	165
Vehicle Maintenance & Repairs: Total \$	\$2,321,341	\$19,322,629	\$53,617,706
Average Spent	\$1,175.98	\$1,377.62	\$1,452.19
Spending Potential Index	125	146	154

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

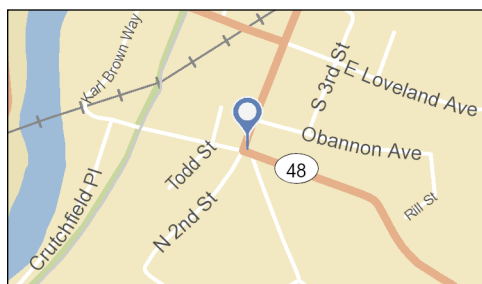
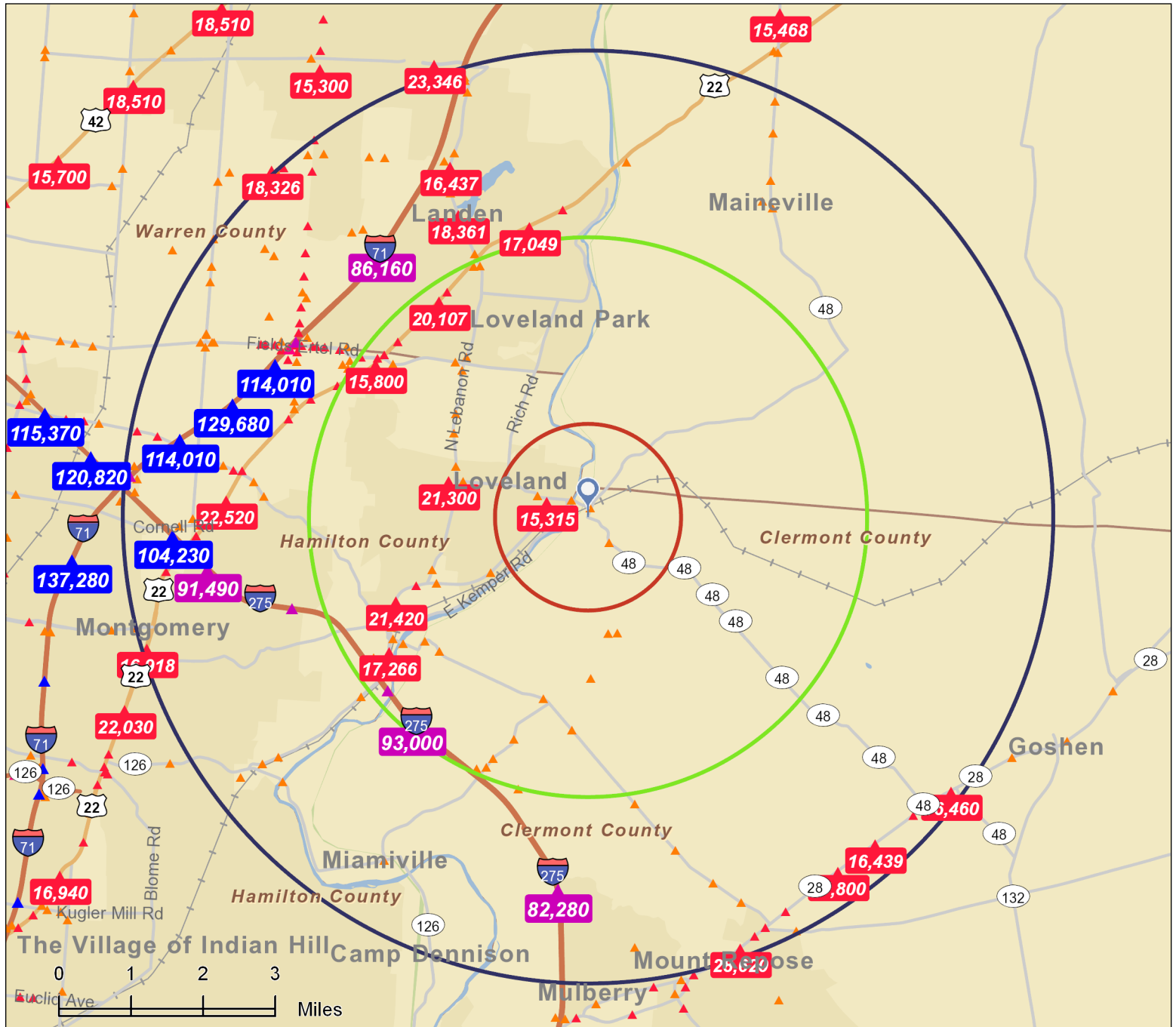
Traffic Count Map

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

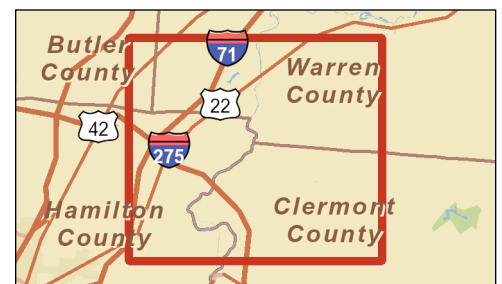
www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575



Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012

Made with Esri Business Analyst



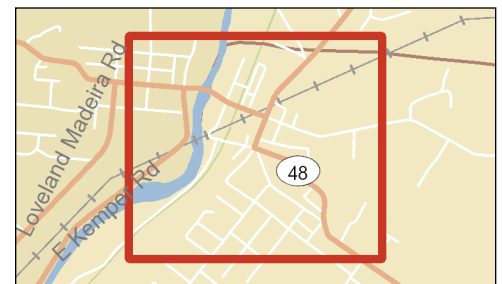
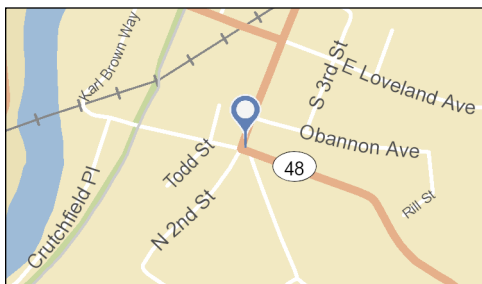
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



Business Summary

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		284		962		3,054						
Total Employees:		1,752		8,820		44,567						
Total Residential Population:		5,148		39,237		101,695						
Employee/Residential Population Ratio:		0.34		0.23		0.44						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	4.3%	36	2.0%	40	4.1%	166	1.9%	87	2.8%	583	1.3%
Construction	33	11.6%	108	6.1%	106	11.0%	343	3.9%	254	8.3%	1,286	2.9%
Manufacturing	5	1.6%	27	1.6%	32	3.3%	460	5.2%	109	3.6%	3,073	6.9%
Transportation	4	1.4%	50	2.9%	13	1.4%	86	1.0%	49	1.6%	239	0.5%
Communication	2	0.6%	1	0.0%	5	0.5%	17	0.2%	23	0.7%	288	0.6%
Utility	0	0.0%	1	0.1%	0	0.0%	12	0.1%	5	0.2%	48	0.1%
Wholesale Trade	10	3.6%	52	3.0%	61	6.3%	415	4.7%	161	5.3%	1,630	3.7%
Retail Trade Summary	61	21.4%	616	35.2%	212	22.0%	2,767	31.4%	722	23.6%	11,967	26.9%
Home Improvement	5	1.6%	24	1.4%	14	1.4%	146	1.7%	51	1.7%	1,386	3.1%
General Merchandise Stores	1	0.5%	4	0.2%	6	0.6%	202	2.3%	15	0.5%	583	1.3%
Food Stores	10	3.7%	115	6.5%	27	2.8%	645	7.3%	70	2.3%	1,462	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	6	2.2%	141	8.1%	23	2.3%	310	3.5%	81	2.6%	1,572	3.5%
Apparel & Accessory Stores	1	0.3%	1	0.1%	6	0.7%	108	1.2%	43	1.4%	383	0.9%
Furniture & Home Furnishings	10	3.5%	77	4.4%	30	3.1%	280	3.2%	97	3.2%	1,583	3.6%
Eating & Drinking Places	14	4.9%	170	9.7%	52	5.4%	650	7.4%	201	6.6%	3,872	8.7%
Miscellaneous Retail	13	4.8%	84	4.8%	55	5.7%	425	4.8%	164	5.4%	1,127	2.5%
Finance, Insurance, Real Estate Summary	34	12.0%	109	6.2%	94	9.8%	405	4.6%	361	11.8%	6,512	14.6%
Banks, Savings & Lending Institutions	5	1.9%	33	1.9%	20	2.1%	133	1.5%	89	2.9%	3,256	7.3%
Securities Brokers	2	0.7%	8	0.5%	9	0.9%	18	0.2%	40	1.3%	102	0.2%
Insurance Carriers & Agents	14	5.0%	38	2.2%	28	2.9%	116	1.3%	87	2.8%	1,850	4.2%
Real Estate, Holding, Other Investment Offices	13	4.5%	28	1.6%	37	3.8%	138	1.6%	145	4.8%	1,304	2.9%
Services Summary	114	40.2%	705	40.2%	369	38.3%	3,861	43.8%	1,168	38.2%	17,951	40.3%
Hotels & Lodging	2	0.7%	0	0.0%	3	0.3%	5	0.1%	22	0.7%	362	0.8%
Automotive Services	4	1.5%	12	0.7%	15	1.6%	68	0.8%	73	2.4%	730	1.6%
Motion Pictures & Amusements	9	3.2%	63	3.6%	30	3.1%	273	3.1%	78	2.5%	990	2.2%
Health Services	12	4.2%	104	5.9%	35	3.6%	532	6.0%	187	6.1%	4,886	11.0%
Legal Services	2	0.6%	0	0.0%	6	0.6%	12	0.1%	22	0.7%	107	0.2%
Education Institutions & Libraries	7	2.5%	186	10.6%	24	2.5%	723	8.2%	59	1.9%	1,828	4.1%
Other Services	78	27.7%	342	19.5%	256	26.6%	2,247	25.5%	727	23.8%	9,048	20.3%
Government	5	1.9%	46	2.6%	12	1.3%	284	3.2%	41	1.3%	961	2.2%
Other	4	1.3%	0	0.0%	20	2.1%	5	0.1%	76	2.5%	29	0.1%
Totals	284	100%	1,752	100%	962	100%	8,820	100%	3,054	100%	44,567	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	0	0.0%	2	0.2%	1	0.0%	8	0.3%	14	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Utilities	0	0.0%	1	0.1%	0	0.0%	12	0.1%	5	0.1%	47	0.1%
Construction	37	13.1%	122	6.9%	114	11.9%	365	4.1%	274	9.0%	1,334	3.0%
Manufacturing	8	2.7%	77	4.4%	37	3.9%	589	6.7%	109	3.6%	2,867	6.4%
Wholesale Trade	10	3.4%	49	2.8%	56	5.8%	326	3.7%	152	5.0%	1,528	3.4%
Retail Trade	42	14.8%	389	22.2%	150	15.6%	1,963	22.3%	501	16.4%	7,876	17.7%
Motor Vehicle & Parts Dealers	5	1.6%	137	7.8%	15	1.6%	263	3.0%	60	2.0%	1,455	3.3%
Furniture & Home Furnishings Stores	3	1.2%	25	1.4%	11	1.2%	52	0.6%	42	1.4%	526	1.2%
Electronics & Appliance Stores	4	1.4%	5	0.3%	15	1.5%	103	1.2%	46	1.5%	886	2.0%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.6%	24	1.4%	14	1.4%	146	1.7%	49	1.6%	1,339	3.0%
Food & Beverage Stores	9	3.0%	105	6.0%	25	2.6%	633	7.2%	59	1.9%	1,413	3.2%
Health & Personal Care Stores	1	0.2%	12	0.7%	8	0.9%	76	0.9%	35	1.2%	249	0.6%
Gasoline Stations	2	0.6%	4	0.3%	7	0.8%	46	0.5%	20	0.7%	117	0.3%
Clothing & Clothing Accessories Stores	1	0.5%	2	0.1%	8	0.9%	114	1.3%	52	1.7%	421	0.9%
Sport Goods, Hobby, Book, & Music Stores	4	1.3%	24	1.4%	13	1.3%	73	0.8%	46	1.5%	367	0.8%
General Merchandise Stores	1	0.5%	4	0.2%	6	0.6%	202	2.3%	15	0.5%	583	1.3%
Miscellaneous Store Retailers	8	2.9%	45	2.5%	24	2.4%	117	1.3%	68	2.2%	363	0.8%
Nonstore Retailers	0	0.0%	1	0.1%	4	0.4%	138	1.6%	9	0.3%	157	0.4%
Transportation & Warehousing	4	1.6%	51	2.9%	14	1.4%	80	0.9%	38	1.2%	176	0.4%
Information	3	1.1%	13	0.7%	11	1.2%	57	0.6%	54	1.8%	878	2.0%
Finance & Insurance	21	7.5%	80	4.6%	58	6.0%	269	3.1%	218	7.1%	5,212	11.7%
Central Bank/Credit Intermediation & Related Activities	5	1.9%	33	1.9%	20	2.1%	133	1.5%	89	2.9%	3,256	7.3%
Securities, Commodity Contracts & Other Financial	2	0.7%	8	0.5%	9	0.9%	18	0.2%	41	1.3%	104	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	14	5.0%	38	2.2%	29	3.0%	118	1.3%	88	2.9%	1,852	4.2%
Real Estate, Rental & Leasing	14	5.1%	28	1.6%	41	4.3%	141	1.6%	155	5.1%	1,195	2.7%
Professional, Scientific & Tech Services	32	11.2%	68	3.9%	110	11.5%	400	4.5%	318	10.4%	4,592	10.3%
Legal Services	2	0.6%	0	0.0%	6	0.6%	12	0.1%	27	0.9%	122	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.2%	1	0.0%	4	0.1%	136	0.3%
Administrative & Support & Waste Management & Remediation	20	6.9%	147	8.4%	65	6.7%	1,391	15.8%	175	5.7%	2,245	5.0%
Educational Services	9	3.1%	180	10.3%	31	3.2%	713	8.1%	75	2.5%	2,453	5.5%
Health Care & Social Assistance	17	6.1%	116	6.6%	48	5.0%	603	6.8%	228	7.5%	5,378	12.1%
Arts, Entertainment & Recreation	6	2.0%	57	3.2%	18	1.9%	252	2.9%	56	1.8%	1,074	2.4%
Accommodation & Food Services	18	6.3%	178	10.1%	57	6.0%	676	7.7%	228	7.5%	4,260	9.6%
Accommodation	2	0.7%	0	0.0%	3	0.3%	5	0.1%	22	0.7%	362	0.8%
Food Services & Drinking Places	16	5.6%	178	10.1%	55	5.7%	670	7.6%	206	6.8%	3,898	8.7%
Other Services (except Public Administration)	33	11.7%	150	8.6%	115	11.9%	692	7.8%	338	11.1%	2,303	5.2%
Automotive Repair & Maintenance	2	0.8%	11	0.6%	8	0.8%	54	0.6%	52	1.7%	673	1.5%
Public Administration	5	1.9%	46	2.6%	12	1.3%	284	3.2%	41	1.3%	961	2.2%
Unclassified Establishments	4	1.3%	0	0.0%	20	2.1%	5	0.1%	77	2.5%	36	0.1%
Total	284	100%	1,752	100%	962	100%	8,820	100%	3,054	100%	44,567	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Summary Demographics

2010 Population	5,148
2010 Households	1,974
2010 Median Disposable Income	\$50,579
2010 Per Capita Income	\$32,409

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$63,821,256	\$68,370,913	\$-4,549,657	-3.4	61
Total Retail Trade	44-45	\$54,311,612	\$60,760,662	\$-6,449,049	-5.6	44
Total Food & Drink	722	\$9,509,643	\$7,610,251	\$1,899,392	11.1	17

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,041,132	\$36,528,340	\$-23,487,208	-47.4	5
Automobile Dealers	4411	\$11,123,242	\$36,005,886	\$-24,882,644	-52.8	3
Other Motor Vehicle Dealers	4412	\$953,396	\$16,682	\$936,714	96.6	0
Auto Parts, Accessories & Tire Stores	4413	\$964,495	\$505,772	\$458,723	31.2	2
Furniture & Home Furnishings Stores	442	\$1,380,046	\$2,128,137	\$-748,091	-21.3	3
Furniture Stores	4421	\$850,331	\$1,069,992	\$-219,660	-11.4	1
Home Furnishings Stores	4422	\$529,714	\$1,058,145	\$-528,431	-33.3	2
Electronics & Appliance Stores	4431	\$2,296,857	\$1,036,026	\$1,260,831	37.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,225,158	\$802,935	\$1,422,223	47.0	5
Bldg Material & Supplies Dealers	4441	\$2,023,620	\$767,231	\$1,256,389	45.0	5
Lawn & Garden Equip & Supply Stores	4442	\$201,538	\$35,704	\$165,834	69.9	1
Food & Beverage Stores	445	\$9,578,116	\$11,567,911	\$-1,989,795	-9.4	9
Grocery Stores	4451	\$9,004,231	\$10,732,880	\$-1,728,649	-8.8	4
Specialty Food Stores	4452	\$236,658	\$456,089	\$-219,431	-31.7	4
Beer, Wine & Liquor Stores	4453	\$337,227	\$378,942	\$-41,715	-5.8	1
Health & Personal Care Stores	446,4461	\$1,624,270	\$1,391,780	\$232,490	7.7	1
Gasoline Stations	447,4471	\$8,853,315	\$2,954,728	\$5,898,587	50.0	2
Clothing & Clothing Accessories Stores	448	\$2,031,039	\$121,961	\$1,909,078	88.7	1
Clothing Stores	4481	\$1,532,305	\$38,228	\$1,494,078	95.1	1
Shoe Stores	4482	\$251,646	\$29,020	\$222,627	79.3	0
Jewelry, Luggage & Leather Goods Stores	4483	\$247,087	\$54,713	\$192,374	63.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$563,174	\$605,322	\$-42,148	-3.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$359,279	\$605,322	\$-246,043	-25.5	4
Book, Periodical & Music Stores	4512	\$203,895	\$0	\$203,895	100.0	0
General Merchandise Stores	452	\$8,546,693	\$2,562,729	\$5,983,963	53.9	1
Department Stores Excluding Leased Depts.	4521	\$3,576,970	\$0	\$3,576,970	100.0	0
Other General Merchandise Stores	4529	\$4,969,722	\$2,562,729	\$2,406,993	32.0	1
Miscellaneous Store Retailers	453	\$1,033,069	\$901,064	\$132,005	6.8	8
Florists	4531	\$66,146	\$32,000	\$34,146	34.8	1
Office Supplies, Stationery & Gift Stores	4532	\$399,410	\$72,276	\$327,134	69.4	2
Used Merchandise Stores	4533	\$60,747	\$258,676	\$-197,930	-62.0	4
Other Miscellaneous Store Retailers	4539	\$506,765	\$538,112	\$-31,347	-3.0	3
Nonstore Retailers	454	\$3,138,744	\$159,728	\$2,979,015	90.3	0
Electronic Shopping & Mail-Order Houses	4541	\$2,388,466	\$0	\$2,388,466	100.0	0
Vending Machine Operators	4542	\$125,984	\$0	\$125,984	100.0	0
Direct Selling Establishments	4543	\$624,294	\$159,728	\$464,565	59.3	0
Food Services & Drinking Places	722	\$9,509,643	\$7,610,251	\$1,899,392	11.1	17
Full-Service Restaurants	7221	\$3,737,507	\$3,965,457	\$-227,950	-3.0	8
Limited-Service Eating Places	7222	\$4,931,959	\$3,161,966	\$1,769,993	21.9	7
Special Food Services	7223	\$622,971	\$0	\$622,971	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$217,207	\$482,828	\$-265,621	-37.9	2

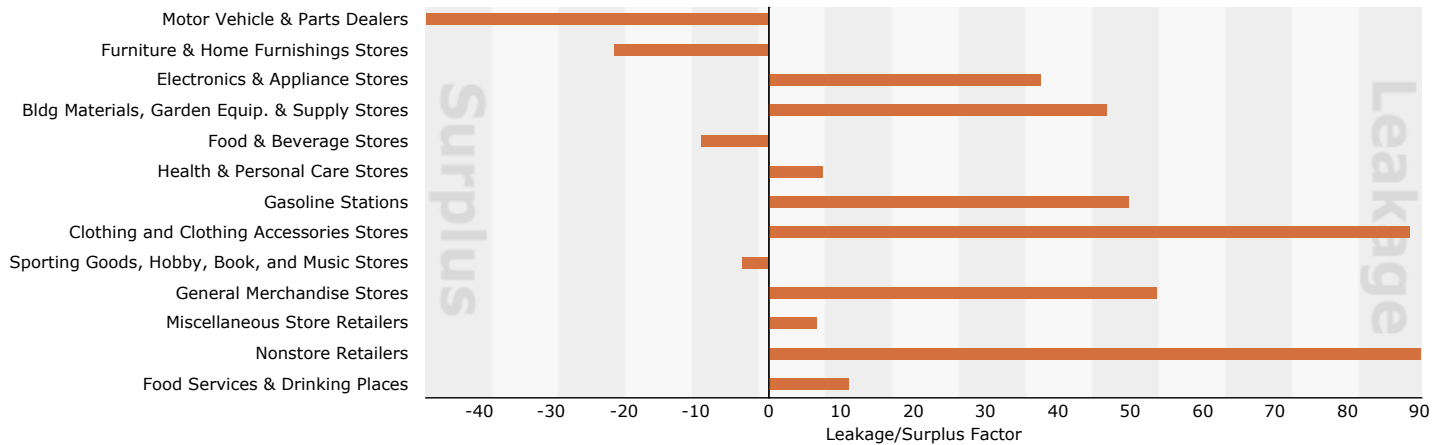
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

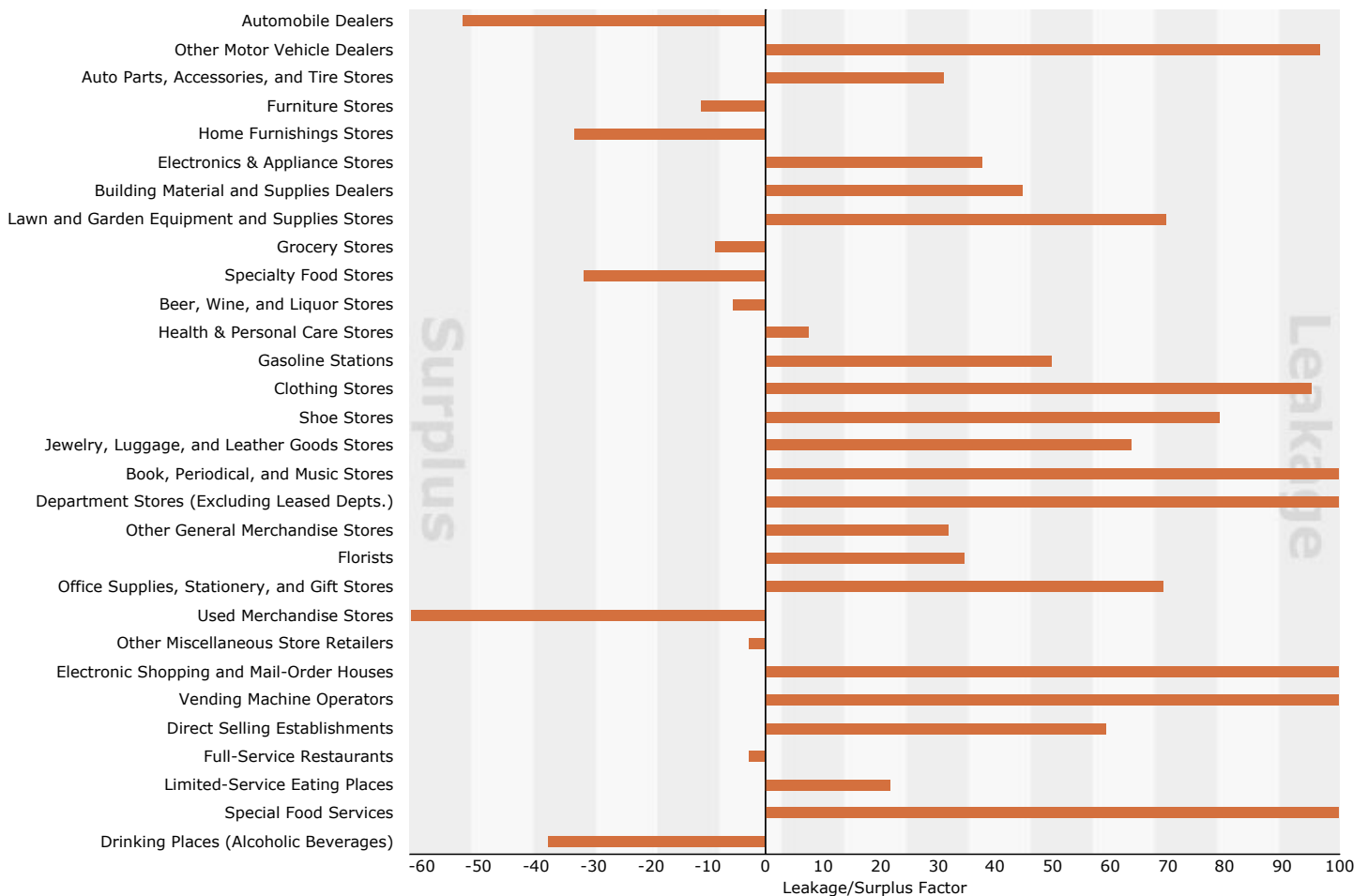
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Summary Demographics

2010 Population	39,237
2010 Households	14,026
2010 Median Disposable Income	\$63,000
2010 Per Capita Income	\$37,216

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$530,176,721	\$302,951,363	\$227,225,357	27.3	205
Total Retail Trade	44-45	\$451,075,731	\$275,957,581	\$175,118,150	24.1	150
Total Food & Drink	722	\$79,100,990	\$26,993,783	\$52,107,207	49.1	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$108,829,302	\$64,982,986	\$43,846,316	25.2	14
Automobile Dealers	4411	\$92,794,544	\$62,242,541	\$30,552,002	19.7	7
Other Motor Vehicle Dealers	4412	\$8,072,706	\$152,916	\$7,919,790	96.3	0
Auto Parts, Accessories & Tire Stores	4413	\$7,962,052	\$2,587,529	\$5,374,523	50.9	7
Furniture & Home Furnishings Stores	442	\$12,115,768	\$4,988,256	\$7,127,511	41.7	10
Furniture Stores	4421	\$7,623,140	\$2,704,819	\$4,918,321	47.6	5
Home Furnishings Stores	4422	\$4,492,628	\$2,283,438	\$2,209,190	32.6	5
Electronics & Appliance Stores	4431	\$19,133,913	\$9,171,943	\$9,961,970	35.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,137,288	\$4,206,008	\$14,931,280	64.0	15
Bldg Material & Supplies Dealers	4441	\$17,226,477	\$2,882,813	\$14,343,664	71.3	12
Lawn & Garden Equip & Supply Stores	4442	\$1,910,811	\$1,323,195	\$587,616	18.2	3
Food & Beverage Stores	445	\$79,214,288	\$63,554,540	\$15,659,748	11.0	26
Grocery Stores	4451	\$74,443,042	\$58,634,421	\$15,808,621	11.9	8
Specialty Food Stores	4452	\$2,001,031	\$2,071,011	\$-69,980	-1.7	11
Beer, Wine & Liquor Stores	4453	\$2,770,215	\$2,849,107	\$-78,893	-1.4	7
Health & Personal Care Stores	446,4461	\$14,165,754	\$7,337,943	\$6,827,812	31.8	9
Gasoline Stations	447,4471	\$73,360,324	\$30,672,981	\$42,687,343	41.0	7
Clothing & Clothing Accessories Stores	448	\$16,871,844	\$6,063,901	\$10,807,944	47.1	8
Clothing Stores	4481	\$12,767,676	\$5,151,005	\$7,616,671	42.5	5
Shoe Stores	4482	\$1,991,931	\$636,085	\$1,355,847	51.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,112,237	\$276,811	\$1,835,426	76.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,936,220	\$1,807,521	\$3,128,699	46.4	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,139,720	\$1,454,840	\$1,684,880	36.7	10
Book, Periodical & Music Stores	4512	\$1,796,500	\$352,681	\$1,443,819	67.2	1
General Merchandise Stores	452	\$70,502,588	\$50,262,581	\$20,240,007	16.8	6
Department Stores Excluding Leased Depts.	4521	\$30,015,364	\$1,727,498	\$28,287,866	89.1	0
Other General Merchandise Stores	4529	\$40,487,224	\$48,535,083	\$-8,047,859	-9.0	5
Miscellaneous Store Retailers	453	\$8,844,521	\$2,911,537	\$5,932,984	50.5	25
Florists	4531	\$564,098	\$1,041,671	\$-477,573	-29.7	5
Office Supplies, Stationery & Gift Stores	4532	\$3,446,307	\$565,887	\$2,880,420	71.8	6
Used Merchandise Stores	4533	\$556,160	\$446,795	\$109,365	10.9	7
Other Miscellaneous Store Retailers	4539	\$4,277,955	\$857,183	\$3,420,772	66.6	5
Nonstore Retailers	454	\$23,963,921	\$29,997,384	\$-6,033,463	-11.2	4
Electronic Shopping & Mail-Order Houses	4541	\$17,866,559	\$18,132,859	\$-266,300	-0.7	1
Vending Machine Operators	4542	\$1,032,400	\$258,727	\$773,673	59.9	1
Direct Selling Establishments	4543	\$5,064,962	\$11,605,798	\$-6,540,835	-39.2	2
Food Services & Drinking Places	722	\$79,100,990	\$26,993,783	\$52,107,207	49.1	55
Full-Service Restaurants	7221	\$30,984,214	\$10,967,261	\$20,016,953	47.7	27
Limited-Service Eating Places	7222	\$41,404,020	\$14,069,444	\$27,334,576	49.3	24
Special Food Services	7223	\$4,972,496	\$95,729	\$4,876,766	96.2	0
Drinking Places - Alcoholic Beverages	7224	\$1,740,261	\$1,861,349	\$-121,088	-3.4	4

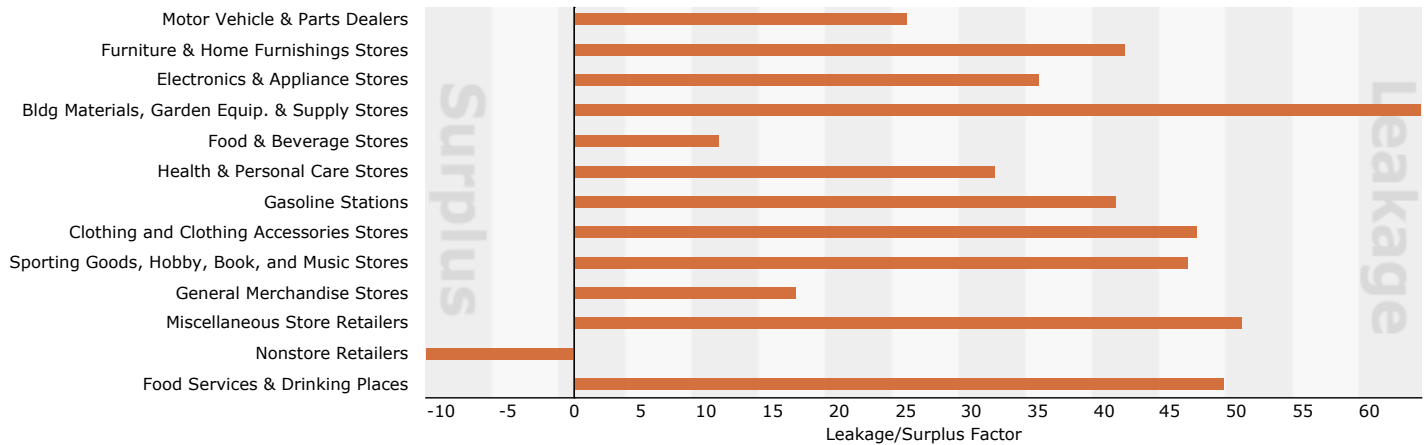
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

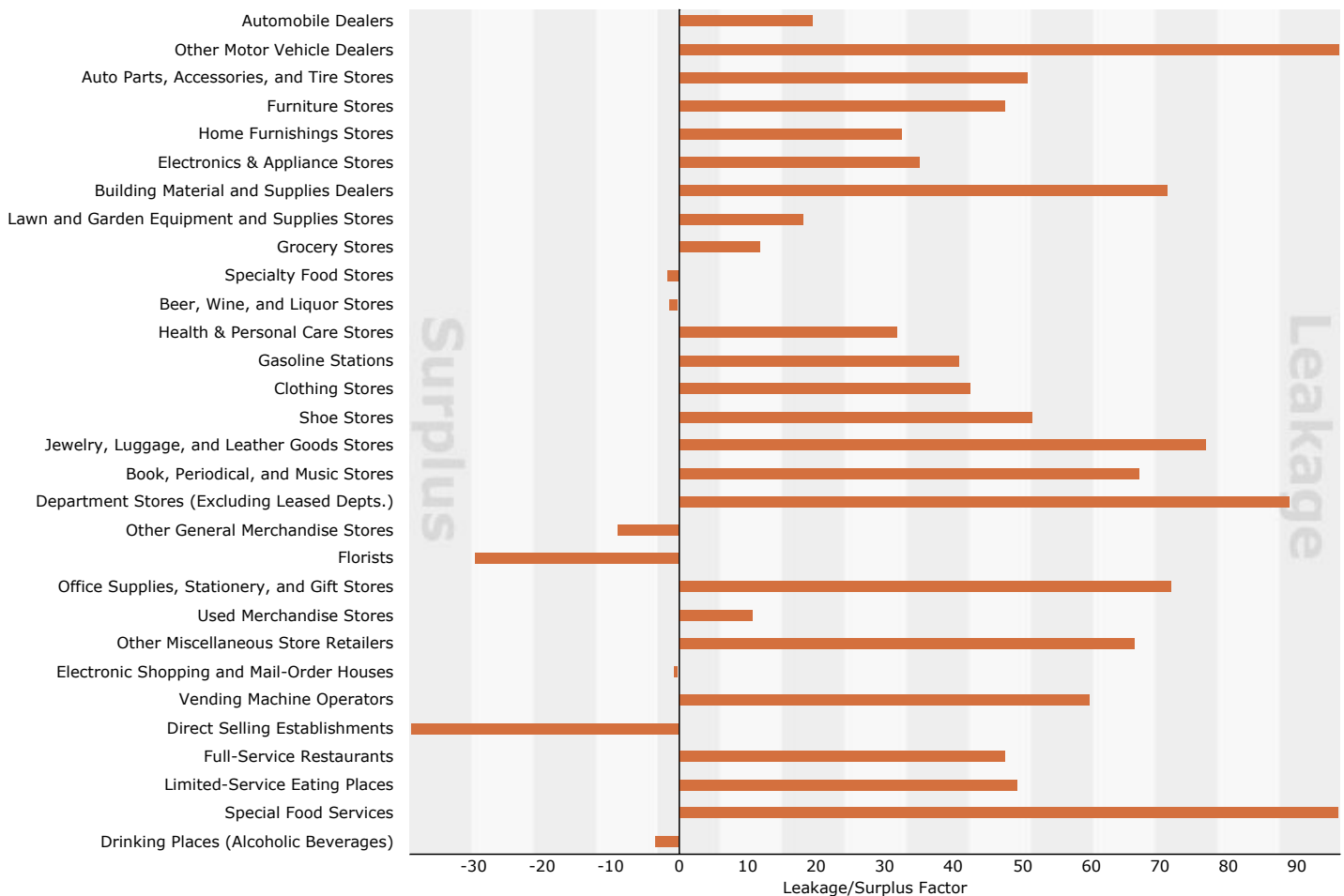
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Summary Demographics

2010 Population	101,695
2010 Households	36,922
2010 Median Disposable Income	\$66,134
2010 Per Capita Income	\$39,697

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,470,448,633	\$1,140,099,857	\$330,348,777	12.7	714
Total Retail Trade	44-45	\$1,250,917,552	\$958,212,912	\$292,704,640	13.2	501
Total Food & Drink	722	\$219,531,081	\$181,886,945	\$37,644,136	9.4	213

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$302,097,761	\$320,985,044	\$-18,887,283	-3.0	56
Automobile Dealers	4411	\$257,805,337	\$309,173,482	\$-51,368,145	-9.1	31
Other Motor Vehicle Dealers	4412	\$22,632,448	\$1,764,666	\$20,867,782	85.5	3
Auto Parts, Accessories & Tire Stores	4413	\$21,659,975	\$10,046,896	\$11,613,079	36.6	23
Furniture & Home Furnishings Stores	442	\$36,000,252	\$48,921,225	\$-12,920,973	-15.2	39
Furniture Stores	4421	\$23,590,269	\$35,751,284	\$-12,161,016	-20.5	20
Home Furnishings Stores	4422	\$12,409,984	\$13,169,941	\$-759,957	-3.0	19
Electronics & Appliance Stores	4431	\$52,857,101	\$78,194,582	\$-25,337,481	-19.3	46
Bldg Materials, Garden Equip. & Supply Stores	444	\$54,529,394	\$65,671,074	\$-11,141,680	-9.3	48
Bldg Material & Supplies Dealers	4441	\$47,864,231	\$54,918,745	\$-7,054,514	-6.9	37
Lawn & Garden Equip & Supply Stores	4442	\$6,665,163	\$10,752,329	\$-4,087,166	-23.5	11
Food & Beverage Stores	445	\$221,021,894	\$123,737,450	\$97,284,445	28.2	57
Grocery Stores	4451	\$207,542,368	\$115,765,056	\$91,777,312	28.4	29
Specialty Food Stores	4452	\$5,845,099	\$4,484,750	\$1,360,349	13.2	19
Beer, Wine & Liquor Stores	4453	\$7,634,428	\$3,487,645	\$4,146,783	37.3	10
Health & Personal Care Stores	446,4461	\$42,554,956	\$22,180,090	\$20,374,866	31.5	38
Gasoline Stations	447,4471	\$206,614,971	\$82,295,088	\$124,319,883	43.0	21
Clothing & Clothing Accessories Stores	448	\$46,313,290	\$23,018,612	\$23,294,678	33.6	48
Clothing Stores	4481	\$35,411,118	\$19,359,142	\$16,051,976	29.3	33
Shoe Stores	4482	\$5,112,884	\$2,757,948	\$2,354,936	29.9	8
Jewelry, Luggage & Leather Goods Stores	4483	\$5,789,287	\$901,522	\$4,887,766	73.1	7
Sporting Goods, Hobby, Book & Music Stores	451	\$15,313,146	\$13,100,015	\$2,213,131	7.8	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,601,620	\$7,185,967	\$2,415,654	14.4	38
Book, Periodical & Music Stores	4512	\$5,711,526	\$5,914,049	\$-202,523	-1.7	6
General Merchandise Stores	452	\$193,772,033	\$133,844,750	\$59,927,284	18.3	16
Department Stores Excluding Leased Depts.	4521	\$84,379,148	\$35,971,569	\$48,407,579	40.2	7
Other General Merchandise Stores	4529	\$109,392,885	\$97,873,181	\$11,519,705	5.6	9
Miscellaneous Store Retailers	453	\$25,739,159	\$11,701,871	\$14,037,288	37.5	76
Florists	4531	\$1,479,470	\$1,535,323	\$-55,853	-1.9	12
Office Supplies, Stationery & Gift Stores	4532	\$10,088,977	\$3,798,801	\$6,290,176	45.3	21
Used Merchandise Stores	4533	\$1,827,933	\$864,518	\$963,416	35.8	16
Other Miscellaneous Store Retailers	4539	\$12,342,778	\$5,503,230	\$6,839,549	38.3	27
Nonstore Retailers	454	\$54,103,595	\$34,563,111	\$19,540,484	22.0	10
Electronic Shopping & Mail-Order Houses	4541	\$38,474,020	\$18,480,694	\$19,993,326	35.1	1
Vending Machine Operators	4542	\$2,897,281	\$372,319	\$2,524,962	77.2	2
Direct Selling Establishments	4543	\$12,732,294	\$15,710,099	\$-2,977,805	-10.5	7
Food Services & Drinking Places	722	\$219,531,081	\$181,886,945	\$37,644,136	9.4	213
Full-Service Restaurants	7221	\$85,299,128	\$65,368,984	\$19,930,143	13.2	104
Limited-Service Eating Places	7222	\$116,699,049	\$99,608,137	\$17,090,912	7.9	96
Special Food Services	7223	\$12,789,061	\$14,207,233	\$-1,418,173	-5.3	5
Drinking Places - Alcoholic Beverages	7224	\$4,743,843	\$2,702,590	\$2,041,253	27.4	9

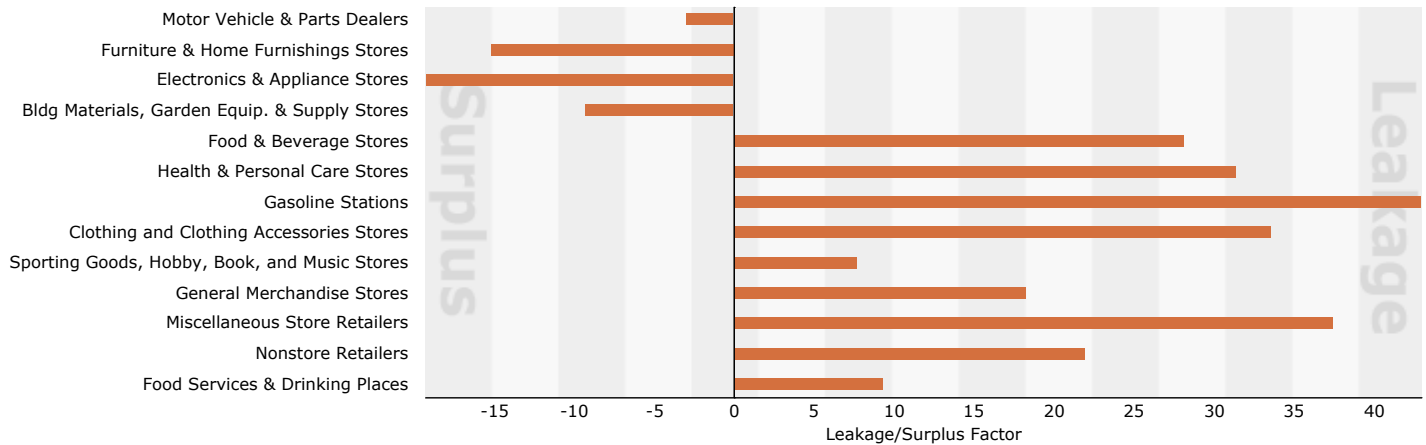
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

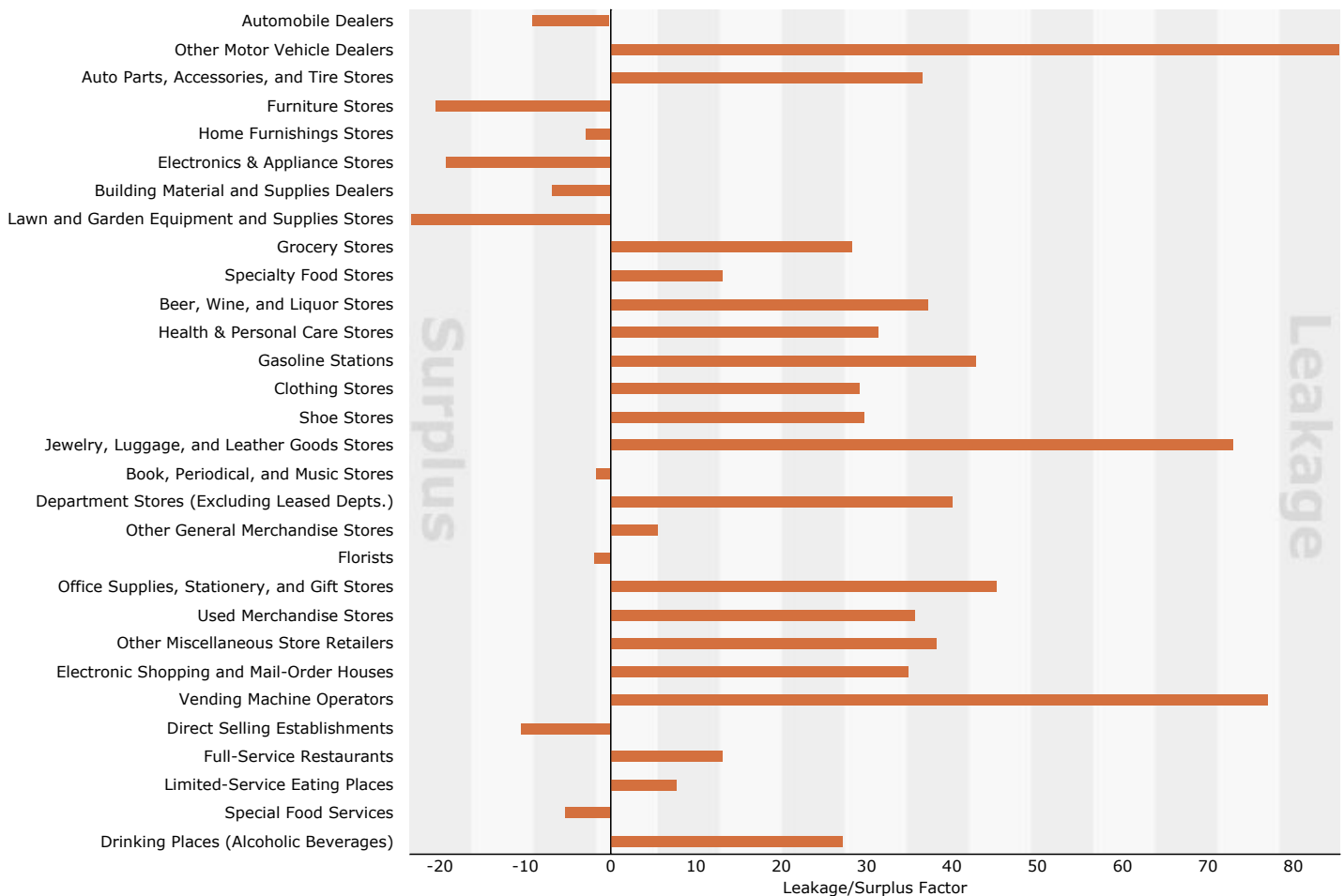
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Total Number of Adults		3,585	3,785
Households		1,974	2,059
Median Household Income		\$63,761	\$76,595

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,864	52.0%	104
Bought any women's apparel in last 12 months	1,717	47.9%	105
Bought apparel for child <13 in last 6 months	1,135	31.7%	111
Bought any shoes in last 12 months	1,986	55.4%	106
Bought costume jewelry in last 12 months	807	22.5%	108
Bought any fine jewelry in last 12 months	796	22.2%	101
Bought a watch in last 12 months	691	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	1,790	90.7%	105
HH bought/leased new vehicle last 12 mo	218	11.0%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,275	91.4%	105
Bought/changed motor oil in last 12 months	1,880	52.4%	101
Had tune-up in last 12 months	1,210	33.8%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,289	63.8%	103
Drank regular cola in last 6 months	1,789	49.9%	98
Drank beer/ale in last 6 months	1,595	44.5%	105
Cameras & Film (Adults)			
Bought any camera in last 12 months	495	13.8%	108
Bought film in last 12 months	692	19.3%	101
Bought digital camera in last 12 months	275	7.7%	112
Bought memory card for camera in last 12 months	308	8.6%	112
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,330	37.1%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	729	20.3%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,199	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	913	25.5%	120
Computers (Households)			
HH owns a personal computer	1,602	81.2%	110
Spent <\$500 on most recent home PC purchase	182	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	392	19.9%	111
Spent \$1000-\$1499 on most recent home PC purchase	299	15.1%	116
Spent \$1500-\$1999 on most recent home PC purchase	167	8.5%	119
Spent \$2000+ on most recent home PC purchase	134	6.8%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,245	62.6%	104
Bought cigarettes at convenience store in last 30 days	575	16.0%	103
Bought gas at convenience store in last 30 days	1,243	34.7%	103
Spent at convenience store in last 30 days: <\$20	351	9.8%	102
Spent at convenience store in last 30 days: \$20-39	386	10.8%	106
Spent at convenience store in last 30 days: \$40+	1,358	37.9%	105
Entertainment (Adults)			
Attended movies in last 6 months	2,276	63.5%	108
Went to live theater in last 12 months	569	15.9%	121
Went to a bar/night club in last 12 months	746	20.8%	109
Dined out in last 12 months	1,949	54.4%	110
Gambled at a casino in last 12 months	641	17.9%	111
Visited a theme park in last 12 months	910	25.4%	118
DVDs rented in last 30 days: 1	116	3.2%	122
DVDs rented in last 30 days: 2	195	5.4%	117
DVDs rented in last 30 days: 3	127	3.5%	111
DVDs rented in last 30 days: 4	169	4.7%	122
DVDs rented in last 30 days: 5+	591	16.5%	125
DVDs purchased in last 30 days: 1	211	5.9%	118
DVDs purchased in last 30 days: 2	196	5.5%	115
DVDs purchased in last 30 days: 3-4	185	5.2%	111
DVDs purchased in last 30 days: 5+	196	5.5%	105
Spent on toys/games in last 12 months: <\$50	228	6.4%	104
Spent on toys/games in last 12 months: \$50-\$99	98	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	278	7.8%	108
Spent on toys/games in last 12 months: \$200-\$499	438	12.2%	113
Spent on toys/games in last 12 months: \$500+	268	7.5%	130
Financial (Adults)			
Have home mortgage (1st)	883	24.6%	128
Used ATM/cash machine in last 12 months	2,135	59.6%	117
Own any stock	382	10.7%	116
Own U.S. savings bond	294	8.2%	120
Own shares in mutual fund (stock)	417	11.6%	124
Own shares in mutual fund (bonds)	238	6.6%	112
Used full service brokerage firm in last 12 months	248	6.9%	112
Have savings account	1,516	42.3%	116
Have 401K retirement savings	809	22.6%	127
Did banking over the Internet in last 12 months	1,212	33.8%	124
Own any credit/debit card (in own name)	2,842	79.3%	107
Avg monthly credit card expenditures: <\$111	517	14.4%	104
Avg monthly credit card expenditures: \$111-225	316	8.8%	113
Avg monthly credit card expenditures: \$226-450	271	7.6%	101
Avg monthly credit card expenditures: \$451-700	250	7.0%	109
Avg monthly credit card expenditures: \$701+	566	15.8%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,668	74.4%	105
Used bread in last 6 months	3,474	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	2,863	79.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	2,006	56.0%	106
Used fresh fruit/vegetables in last 6 months	3,196	89.1%	102
Used fresh milk in last 6 months	3,338	93.1%	102
Health (Adults)			
Exercise at home 2+ times per week	1,159	32.3%	108
Exercise at club 2+ times per week	528	14.7%	120
Visited a doctor in last 12 months	2,872	80.1%	103
Used vitamin/dietary supplement in last 6 months	1,789	49.9%	103
Home (Households)			
Any home improvement in last 12 months	690	35.0%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	342	17.3%	111
Purchased any HH furnishing in last 12 months	645	32.7%	109
Purchased bedding/bath goods in last 12 months	1,122	56.8%	104
Purchased cooking/serving product in last 12 months	588	29.8%	108
Bought any kitchen appliance in last 12 months	378	19.1%	110
Insurance (Adults)			
Currently carry any life insurance	1,877	52.4%	109
Have medical/hospital/accident insurance	2,700	75.3%	105
Carry homeowner insurance	2,089	58.3%	110
Carry renter insurance	210	5.9%	95
Have auto/other vehicle insurance	3,157	88.1%	106
Pets (Households)			
HH owns any pet	1,062	53.8%	104
HH owns any cat	468	23.7%	98
HH owns any dog	773	39.2%	103
Reading Materials (Adults)			
Bought book in last 12 months	1,986	55.4%	110
Read any daily newspaper	1,529	42.7%	103
Heavy magazine reader	771	21.5%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,804	78.2%	109
Went to family restaurant/steak house last mo: <2 times	956	26.7%	104
Went to family restaurant/steak house last mo: 2-4 times	1,082	30.2%	112
Went to family restaurant/steak house last mo: 5+ times	766	21.4%	110
Went to fast food/drive-in restaurant in last 6 mo	3,269	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	1,221	34.1%	97
Went to fast food/drive-in restaurant 6-13 times/mo	1,107	30.9%	107
Went to fast food/drive-in restaurant 14+ times/mo	941	26.2%	105
Fast food/drive-in last 6 mo: eat in	1,339	37.4%	99
Fast food/drive-in last 6 mo: home delivery	419	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	2,109	58.8%	112
Fast food/drive-in last 6 mo: take-out/walk-in	920	25.7%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,345	68.1%	105
HH average monthly long distance phone bill: <\$16	588	29.8%	108
HH average monthly long distance phone bill: \$16-25	232	11.8%	103
HH average monthly long distance phone bill: \$26-59	186	9.4%	103
HH average monthly long distance phone bill: \$60+	83	4.2%	95
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	299	15.1%	77
HH owns 2 TVs	502	25.4%	97
HH owns 3 TVs	473	24.0%	107
HH owns 4+ TVs	498	25.2%	120
HH subscribes to cable TV	1,290	65.4%	113
HH Purchased audio equipment in last 12 months	205	10.4%	107
HH Purchased CD player in last 12 months	83	4.2%	109
HH Purchased DVD player in last 12 months	197	10.0%	103
HH Purchased MP3 player in last 12 months	424	11.8%	116
HH Purchased video game system in last 12 months	253	12.8%	119
Travel (Adults)			
Domestic travel in last 12 months	2,083	58.1%	111
Took 3+ domestic trips in last 12 months	632	17.6%	119
Spent on domestic vacations last 12 mo: <\$1000	475	13.3%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	258	7.2%	107
Spent on domestic vacations last 12 mo: \$1500-\$1999	163	4.5%	111
Spent on domestic vacations last 12 mo: \$2000-\$2999	184	5.1%	124
Spent on domestic vacations last 12 mo: \$3000+	216	6.0%	119
Foreign travel in last 3 years	1,040	29.0%	112
Took 3+ foreign trips by plane in last 3 years	177	4.9%	104
Spent on foreign vacations last 12 mo: <\$1000	228	6.4%	107
Spent on foreign vacations last 12 mo: \$1000-\$2999	149	4.2%	102
Spent on foreign vacations last 12 mo: \$3000+	201	5.6%	115
Stayed 1+ nights at hotel/motel in last 12 months	1,698	47.4%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary	2010	2015
Population	39,237	41,632
Total Number of Adults	27,890	29,790
Households	14,026	14,893
Median Household Income	\$82,569	\$95,315

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	14,856	53.3%	107
Bought any women's apparel in last 12 months	13,442	48.2%	106
Bought apparel for child <13 in last 6 months	8,824	31.6%	111
Bought any shoes in last 12 months	15,962	57.2%	110
Bought costume jewelry in last 12 months	6,625	23.8%	114
Bought any fine jewelry in last 12 months	6,291	22.6%	102
Bought a watch in last 12 months	5,376	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	12,948	92.3%	107
HH bought/leased new vehicle last 12 mo	1,907	13.6%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,968	93.1%	107
Bought/changed motor oil in last 12 months	14,234	51.0%	98
Had tune-up in last 12 months	9,319	33.4%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,532	66.4%	107
Drank regular cola in last 6 months	13,027	46.7%	91
Drank beer/ale in last 6 months	13,002	46.6%	110
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,984	14.3%	111
Bought film in last 12 months	5,352	19.2%	100
Bought digital camera in last 12 months	2,440	8.7%	128
Bought memory card for camera in last 12 months	2,592	9.3%	121
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	10,431	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,825	20.9%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,541	34.2%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	7,403	26.5%	125
Computers (Households)			
HH owns a personal computer	12,115	86.4%	117
Spent <\$500 on most recent home PC purchase	1,191	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	2,881	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	2,345	16.7%	128
Spent \$1500-\$1999 on most recent home PC purchase	1,320	9.4%	133
Spent \$2000+ on most recent home PC purchase	1,190	8.5%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	17,191	61.6%	102
Bought cigarettes at convenience store in last 30 days	3,410	12.2%	78
Bought gas at convenience store in last 30 days	9,452	33.9%	101
Spent at convenience store in last 30 days: <\$20	2,948	10.6%	110
Spent at convenience store in last 30 days: \$20-39	2,908	10.4%	102
Spent at convenience store in last 30 days: \$40+	9,727	34.9%	97
Entertainment (Adults)			
Attended movies in last 6 months	18,496	66.3%	113
Went to live theater in last 12 months	4,908	17.6%	134
Went to a bar/night club in last 12 months	6,039	21.7%	114
Dined out in last 12 months	16,162	57.9%	118
Gambled at a casino in last 12 months	5,101	18.3%	114
Visited a theme park in last 12 months	7,476	26.8%	125
DVDs rented in last 30 days: 1	849	3.0%	115
DVDs rented in last 30 days: 2	1,570	5.6%	122
DVDs rented in last 30 days: 3	1,063	3.8%	119
DVDs rented in last 30 days: 4	1,286	4.6%	119
DVDs rented in last 30 days: 5+	4,587	16.4%	125
DVDs purchased in last 30 days: 1	1,734	6.2%	125
DVDs purchased in last 30 days: 2	1,512	5.4%	114
DVDs purchased in last 30 days: 3-4	1,309	4.7%	101
DVDs purchased in last 30 days: 5+	1,269	4.6%	87
Spent on toys/games in last 12 months: <\$50	1,812	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	700	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	2,113	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	3,418	12.3%	113
Spent on toys/games in last 12 months: \$500+	2,177	7.8%	136
Financial (Adults)			
Have home mortgage (1st)	7,984	28.6%	149
Used ATM/cash machine in last 12 months	17,410	62.4%	123
Own any stock	3,827	13.7%	149
Own U.S. savings bond	2,514	9.0%	132
Own shares in mutual fund (stock)	4,069	14.6%	155
Own shares in mutual fund (bonds)	2,426	8.7%	147
Used full service brokerage firm in last 12 months	2,551	9.1%	148
Have savings account	12,430	44.6%	123
Have 401K retirement savings	7,184	25.8%	145
Did banking over the Internet in last 12 months	10,516	37.7%	138
Own any credit/debit card (in own name)	23,471	84.2%	114
Avg monthly credit card expenditures: <\$111	3,866	13.9%	100
Avg monthly credit card expenditures: \$111-225	2,337	8.4%	108
Avg monthly credit card expenditures: \$226-450	2,323	8.3%	111
Avg monthly credit card expenditures: \$451-700	2,204	7.9%	124
Avg monthly credit card expenditures: \$701+	5,901	21.2%	158

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,496	73.5%	104
Used bread in last 6 months	27,059	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	22,282	79.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	15,855	56.8%	107
Used fresh fruit/vegetables in last 6 months	25,077	89.9%	103
Used fresh milk in last 6 months	25,898	92.9%	102
Health (Adults)			
Exercise at home 2+ times per week	9,719	34.8%	116
Exercise at club 2+ times per week	5,018	18.0%	147
Visited a doctor in last 12 months	22,845	81.9%	105
Used vitamin/dietary supplement in last 6 months	14,866	53.3%	110
Home (Households)			
Any home improvement in last 12 months	5,415	38.6%	122
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,069	21.9%	140
Purchased any HH furnishing in last 12 months	4,890	34.9%	116
Purchased bedding/bath goods in last 12 months	7,948	56.7%	104
Purchased cooking/serving product in last 12 months	4,197	29.9%	109
Bought any kitchen appliance in last 12 months	2,808	20.0%	115
Insurance (Adults)			
Currently carry any life insurance	15,856	56.9%	119
Have medical/hospital/accident insurance	22,070	79.1%	110
Carry homeowner insurance	18,119	65.0%	123
Carry renter insurance	1,616	5.8%	94
Have auto/other vehicle insurance	25,134	90.1%	108
Pets (Households)			
HH owns any pet	7,812	55.7%	108
HH owns any cat	3,339	23.8%	99
HH owns any dog	5,806	41.4%	109
Reading Materials (Adults)			
Bought book in last 12 months	16,398	58.8%	117
Read any daily newspaper	12,293	44.1%	106
Heavy magazine reader	6,089	21.8%	110
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	22,612	81.1%	113
Went to family restaurant/steak house last mo: <2 times	7,562	27.1%	106
Went to family restaurant/steak house last mo: 2-4 times	8,640	31.0%	115
Went to family restaurant/steak house last mo: 5+ times	6,411	23.0%	118
Went to fast food/drive-in restaurant in last 6 mo	25,609	91.8%	103
Went to fast food/drive-in restaurant <6 times/mo	9,467	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	8,830	31.7%	109
Went to fast food/drive-in restaurant 14+ times/mo	7,312	26.2%	105
Fast food/drive-in last 6 mo: eat in	11,303	40.5%	108
Fast food/drive-in last 6 mo: home delivery	3,241	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	16,181	58.0%	111
Fast food/drive-in last 6 mo: take-out/walk-in	7,422	26.6%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,126	72.2%	112
HH average monthly long distance phone bill: <\$16	4,207	30.0%	108
HH average monthly long distance phone bill: \$16-25	1,764	12.6%	110
HH average monthly long distance phone bill: \$26-59	1,533	10.9%	119
HH average monthly long distance phone bill: \$60+	706	5.0%	113
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	2,020	14.4%	73
HH owns 2 TVs	3,462	24.7%	94
HH owns 3 TVs	3,397	24.2%	108
HH owns 4+ TVs	3,883	27.7%	132
HH subscribes to cable TV	9,380	66.9%	115
HH Purchased audio equipment in last 12 months	1,480	10.6%	109
HH Purchased CD player in last 12 months	549	3.9%	101
HH Purchased DVD player in last 12 months	1,421	10.1%	104
HH Purchased MP3 player in last 12 months	3,643	13.1%	128
HH Purchased video game system in last 12 months	1,889	13.5%	125
Travel (Adults)			
Domestic travel in last 12 months	18,232	65.4%	125
Took 3+ domestic trips in last 12 months	5,780	20.7%	140
Spent on domestic vacations last 12 mo: <\$1000	3,789	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,287	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,622	5.8%	143
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,776	6.4%	154
Spent on domestic vacations last 12 mo: \$3000+	2,153	7.7%	153
Foreign travel in last 3 years	9,692	34.8%	135
Took 3+ foreign trips by plane in last 3 years	1,827	6.6%	138
Spent on foreign vacations last 12 mo: <\$1000	2,148	7.7%	129
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,364	4.9%	120
Spent on foreign vacations last 12 mo: \$3000+	2,102	7.5%	154
Stayed 1+ nights at hotel/motel in last 12 months	14,666	52.6%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Total Number of Adults		73,468	79,448
Households		36,922	39,888
Median Household Income		\$86,522	\$101,220

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	40,092	54.6%	109
Bought any women's apparel in last 12 months	35,355	48.1%	106
Bought apparel for child <13 in last 6 months	22,848	31.1%	109
Bought any shoes in last 12 months	42,297	57.6%	111
Bought costume jewelry in last 12 months	17,259	23.5%	113
Bought any fine jewelry in last 12 months	16,410	22.3%	101
Bought a watch in last 12 months	14,221	19.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	34,470	93.4%	109
HH bought/leased new vehicle last 12 mo	5,006	13.6%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	68,868	93.7%	108
Bought/changed motor oil in last 12 months	38,157	51.9%	100
Had tune-up in last 12 months	24,938	33.9%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	48,690	66.3%	107
Drank regular cola in last 6 months	34,369	46.8%	91
Drank beer/ale in last 6 months	34,558	47.0%	111
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,486	14.3%	111
Bought film in last 12 months	14,364	19.6%	102
Bought digital camera in last 12 months	6,491	8.8%	129
Bought memory card for camera in last 12 months	7,002	9.5%	124
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	27,609	37.6%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,825	21.5%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	25,273	34.4%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	19,347	26.3%	124
Computers (Households)			
HH owns a personal computer	32,361	87.6%	118
Spent <\$500 on most recent home PC purchase	3,177	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	7,781	21.1%	118
Spent \$1000-\$1499 on most recent home PC purchase	6,252	16.9%	130
Spent \$1500-\$1999 on most recent home PC purchase	3,514	9.5%	134
Spent \$2000+ on most recent home PC purchase	3,137	8.5%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	45,934	62.5%	104
Bought cigarettes at convenience store in last 30 days	8,910	12.1%	78
Bought gas at convenience store in last 30 days	25,234	34.3%	102
Spent at convenience store in last 30 days: <\$20	8,165	11.1%	116
Spent at convenience store in last 30 days: \$20-39	7,740	10.5%	104
Spent at convenience store in last 30 days: \$40+	25,834	35.2%	98
Entertainment (Adults)			
Attended movies in last 6 months	48,998	66.7%	113
Went to live theater in last 12 months	12,852	17.5%	133
Went to a bar/night club in last 12 months	16,256	22.1%	116
Dined out in last 12 months	43,190	58.8%	119
Gambled at a casino in last 12 months	13,637	18.6%	116
Visited a theme park in last 12 months	19,633	26.7%	124
DVDs rented in last 30 days: 1	2,305	3.1%	119
DVDs rented in last 30 days: 2	4,361	5.9%	128
DVDs rented in last 30 days: 3	2,861	3.9%	122
DVDs rented in last 30 days: 4	3,477	4.7%	122
DVDs rented in last 30 days: 5+	11,863	16.1%	122
DVDs purchased in last 30 days: 1	4,645	6.3%	127
DVDs purchased in last 30 days: 2	4,067	5.5%	117
DVDs purchased in last 30 days: 3-4	3,374	4.6%	99
DVDs purchased in last 30 days: 5+	3,249	4.4%	85
Spent on toys/games in last 12 months: <\$50	4,691	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	1,868	2.5%	92
Spent on toys/games in last 12 months: \$100-\$199	5,578	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	9,121	12.4%	115
Spent on toys/games in last 12 months: \$500+	5,690	7.7%	135
Financial (Adults)			
Have home mortgage (1st)	21,377	29.1%	151
Used ATM/cash machine in last 12 months	46,028	62.7%	123
Own any stock	9,989	13.6%	148
Own U.S. savings bond	6,697	9.1%	133
Own shares in mutual fund (stock)	10,779	14.7%	156
Own shares in mutual fund (bonds)	6,307	8.6%	145
Used full service brokerage firm in last 12 months	6,704	9.1%	147
Have savings account	33,203	45.2%	124
Have 401K retirement savings	19,186	26.1%	147
Did banking over the Internet in last 12 months	28,353	38.6%	141
Own any credit/debit card (in own name)	61,884	84.2%	114
Avg monthly credit card expenditures: <\$111	10,610	14.4%	104
Avg monthly credit card expenditures: \$111-225	6,174	8.4%	108
Avg monthly credit card expenditures: \$226-450	6,252	8.5%	114
Avg monthly credit card expenditures: \$451-700	5,831	7.9%	125
Avg monthly credit card expenditures: \$701+	15,269	20.8%	156

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	54,150	73.7%	104
Used bread in last 6 months	71,462	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	58,908	80.2%	103
Used fish/seafood (fresh or frozen) in last 6 months	41,821	56.9%	108
Used fresh fruit/vegetables in last 6 months	66,223	90.1%	103
Used fresh milk in last 6 months	68,341	93.0%	102
Health (Adults)			
Exercise at home 2+ times per week	25,702	35.0%	117
Exercise at club 2+ times per week	13,131	17.9%	146
Visited a doctor in last 12 months	60,351	82.1%	106
Used vitamin/dietary supplement in last 6 months	39,390	53.6%	110
Home (Households)			
Any home improvement in last 12 months	14,397	39.0%	123
Used housekeeper/maid/prof HH cleaning service in the last 12 months	7,876	21.3%	137
Purchased any HH furnishing in last 12 months	13,173	35.7%	119
Purchased bedding/bath goods in last 12 months	21,076	57.1%	104
Purchased cooking/serving product in last 12 months	11,036	29.9%	109
Bought any kitchen appliance in last 12 months	7,364	19.9%	114
Insurance (Adults)			
Currently carry any life insurance	42,043	57.2%	120
Have medical/hospital/accident insurance	58,434	79.5%	111
Carry homeowner insurance	48,224	65.6%	124
Carry renter insurance	4,270	5.8%	95
Have auto/other vehicle insurance	66,656	90.7%	109
Pets (Households)			
HH owns any pet	21,129	57.2%	111
HH owns any cat	9,227	25.0%	104
HH owns any dog	15,726	42.6%	112
Reading Materials (Adults)			
Bought book in last 12 months	43,559	59.3%	118
Read any daily newspaper	32,609	44.4%	107
Heavy magazine reader	16,038	21.8%	110
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	59,780	81.4%	113
Went to family restaurant/steak house last mo: <2 times	19,877	27.1%	105
Went to family restaurant/steak house last mo: 2-4 times	22,859	31.1%	115
Went to family restaurant/steak house last mo: 5+ times	17,047	23.2%	119
Went to fast food/drive-in restaurant in last 6 mo	67,473	91.8%	103
Went to fast food/drive-in restaurant <6 times/mo	24,755	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/mo	23,320	31.7%	110
Went to fast food/drive-in restaurant 14+ times/mo	19,397	26.4%	106
Fast food/drive-in last 6 mo: eat in	30,128	41.0%	109
Fast food/drive-in last 6 mo: home delivery	8,457	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	42,842	58.3%	111
Fast food/drive-in last 6 mo: take-out/walk-in	19,730	26.9%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	26,992	73.1%	113
HH average monthly long distance phone bill: <\$16	11,097	30.1%	109
HH average monthly long distance phone bill: \$16-25	4,725	12.8%	112
HH average monthly long distance phone bill: \$26-59	4,053	11.0%	120
HH average monthly long distance phone bill: \$60+	1,818	4.9%	111
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	5,256	14.2%	72
HH owns 2 TVs	9,166	24.8%	95
HH owns 3 TVs	8,961	24.3%	108
HH owns 4+ TVs	10,301	27.9%	133
HH subscribes to cable TV	24,696	66.9%	115
HH Purchased audio equipment in last 12 months	3,879	10.5%	108
HH Purchased CD player in last 12 months	1,424	3.9%	100
HH Purchased DVD player in last 12 months	3,804	10.3%	106
HH Purchased MP3 player in last 12 months	9,738	13.3%	130
HH Purchased video game system in last 12 months	4,931	13.4%	124
Travel (Adults)			
Domestic travel in last 12 months	48,757	66.4%	127
Took 3+ domestic trips in last 12 months	15,459	21.0%	142
Spent on domestic vacations last 12 mo: <\$1000	10,357	14.1%	112
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,287	8.6%	127
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,512	6.1%	151
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,519	6.2%	148
Spent on domestic vacations last 12 mo: \$3000+	5,609	7.6%	151
Foreign travel in last 3 years	25,795	35.1%	136
Took 3+ foreign trips by plane in last 3 years	4,889	6.7%	140
Spent on foreign vacations last 12 mo: <\$1000	5,710	7.8%	130
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,786	5.2%	126
Spent on foreign vacations last 12 mo: \$3000+	5,300	7.2%	147
Stayed 1+ nights at hotel/motel in last 12 months	39,342	53.6%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Population 18+		3,585	3,785
Households		1,974	2,059
Median Household Income		\$63,761	\$76,595
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	1,602	81.2%	110
Purchased home PC in last 12 months	360	18.2%	116
Purchased home PC 1-2 years ago	509	25.8%	114
Purchased home PC 3-4 years ago	426	21.6%	111
Purchased home PC 5+ years ago	201	10.2%	109
Spent <\$500 on home PC (most recent purchase)	182	9.2%	106
Spent \$500-999 on home PC (most recent purchase)	392	19.8%	111
Spent \$1000-1499 on home PC (most recent purchase)	299	15.1%	116
Spent \$1500-1999 on home PC (most recent purchase)	167	8.4%	119
Spent \$2000+ on home PC (most recent purchase)	134	6.8%	109
Purchased home PC at computer superstore	286	14.5%	114
Purchased home PC at department store	94	4.8%	97
Purchased home PC direct from manufacturer	313	15.9%	114
Purchased home PC at electronics store	252	12.8%	116
Purchased home PC on Internet	200	10.1%	118
Purchased home PC at warehouse discount outlet	45	2.3%	104
HH owns desktop PC	1,267	64.2%	112
HH owns laptop/notebook/tablet PC	710	36.0%	115
HH owns any Apple/Mac clone brand PC	117	5.9%	95
HH owns any IBM/IBM compatible brand PC	1,485	75.2%	112
Brand of PC that HH owns: Compaq	174	8.8%	104
Brand of PC that HH owns: Dell	692	35.0%	114
Brand of PC that HH owns: Gateway	144	7.3%	110
Brand of PC that HH owns: Hewlett Packard	353	17.9%	115
Brand of PC that HH owns: Sony Vaio	61	3.1%	106
Child (under 18) uses home PC	507	25.7%	122
HH owns CD burner	857	43.4%	118
HH owns CD ROM drive	891	45.1%	115
HH owns DVD drive	585	29.7%	119
HH owns DVD-RW (DVD burner)	467	23.6%	115
HH owns external hard drive	324	16.4%	116
HH owns flash drive	484	24.5%	119
HH owns LAN/network interface card	269	13.6%	123
HH owns inkjet printer	937	47.5%	111
HH owns laser printer	333	16.9%	123
HH owns modem/fax modem	468	23.7%	114
HH owns removable cartridge storage device	134	6.8%	117
HH owns scanner	654	33.1%	116
HH owns PC speakers	925	46.9%	112
HH owns tape backup	58	3.0%	110
HH owns webcam	271	13.8%	121
HH owns software: accounting	204	10.3%	116
HH owns software: communications/fax	190	9.6%	118
HH owns software: database/filing	176	8.9%	109
HH owns software: desktop publishing	267	13.5%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	229	11.6%	116
HH owns software: entertainment/games	649	32.9%	113
HH owns software: online meeting/conference	62	3.1%	110
HH owns software: personal finance/tax prep	348	17.6%	124
HH owns software: presentation graphics	175	8.8%	111
HH owns software: multimedia	346	17.5%	115
HH owns software: networking	268	13.6%	121
HH owns software: security/anti-virus	657	33.3%	119
HH owns software: spreadsheet	534	27.0%	117
HH owns software: utility	157	8.0%	112
HH owns software: web authoring	73	3.7%	107
HH owns software: word processing	777	39.4%	117
Spent \$500+ on software for home PC in last 12 mo	47	2.4%	100
Purchased computer book in last 12 months	98	5.0%	115
HH owns fax machine	118	6.0%	99
Purchased audio equipment in last 12 months	205	10.4%	107
Purchased headphones in last 12 months	80	4.1%	102
HH owns camcorder	452	22.9%	117
Purchased camcorder in last 12 months	41	2.1%	98
HH owns CD player	988	50.1%	109
Purchased CD player in last 12 months	83	4.2%	109
HH owns DVD player	1,410	71.4%	108
Purchased DVD player in last 12 months	197	10.0%	103
HH owns 1 TV	299	15.2%	77
HH owns 2 TVs	502	25.4%	97
HH owns 3 TVs	473	24.0%	107
HH owns 4+ TVs	498	25.3%	120
HH owns miniature screen TV (<13 in)	175	8.9%	112
Most recent TV purchase: miniature screen (<13 in)	60	3.1%	110
HH owns regular screen TV (13-26 in)	855	43.3%	100
Most recent TV purchase: regular screen (13-26 in)	410	20.8%	89
HH owns large screen TV (27-35 in)	953	48.3%	104
Most recent TV purchase: large screen (27-35 in)	605	30.6%	97
HH owns big screen TV (36-42 in)	441	22.3%	118
Most recent TV purchase: big screen (36-42 in)	322	16.3%	116
HH owns giant screen TV (over 42 in)	344	17.4%	123
Most recent TV purchase: giant screen (over 42 in)	262	13.3%	119
HH owns LCD TV	446	22.6%	118
HH owns plasma TV	184	9.3%	113
HH owns projection TV	129	6.6%	121
HH owns video game system	765	38.8%	116
Purchased video game system in last 12 months	253	12.8%	119
HH owns video game system: handheld	365	18.5%	120
HH owns video game system: attached to TV/computer	679	34.4%	116
HH owns video game system: Game Boy	162	8.2%	119
HH owns video game system: Game Boy Advance/SP	148	7.5%	114
HH owns video game system: Nintendo DS	197	10.0%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	124	6.3%	125
HH owns video game system: Nintendo Wii	171	8.6%	128
HH owns video game system: PlayStation 2	372	18.8%	114
HH owns video game system: PlayStation 3	78	4.0%	109
HH owns video game system: Sony PlayStation/PS One	90	4.5%	113
HH owns video game system: Sony PSP	68	3.5%	118
HH owns video game system: Xbox	143	7.2%	122
HH owns video game system: Xbox 360	156	7.9%	122
HH purchased 5+ video games in last 12 months	157	7.9%	123
HH spent \$101+ on video games in last 12 months	189	9.6%	119
Owns MP3 player	1,142	31.9%	119
Purchased MP3 player in last 12 months	424	11.8%	116
Owns Apple iPod	465	13.0%	117
Purchased Apple iPod in last 12 months	134	3.7%	110
Have any access to the Internet	3,248	90.6%	107
Have access to Internet: at home	2,856	79.7%	113
Have access to Internet: at work	1,573	43.9%	118
Have access to Internet: at school/library	925	25.8%	102
Have access to Internet: not hm/work/school/library	713	19.9%	103
Use Internet less than once a week	111	3.1%	78
Use Internet 1-2 times per week	178	5.0%	90
Use Internet 3-6 times per week	298	8.3%	103
Use Internet once a day	439	12.2%	111
Use Internet 2-4 times per day	745	20.8%	118
Use Internet 5 or more times per day	1,097	30.6%	122
Any Internet or online usage in last 30 days	2,868	80.0%	113
Used Internet in last 30 days: at home	2,596	72.4%	117
Used Internet in last 30 days: at work	1,387	38.7%	122
Used Internet in last 30 days: at school/library	272	7.6%	98
Used Internet/30 days: not home/work/school/library	349	9.7%	105
Internet last 30 days: used email	2,581	72.0%	116
Internet last 30 days: used Instant Messenger	1,032	28.8%	114
Internet last 30 days: paid bills online	1,455	40.6%	123
Internet last 30 days: visited online blog	395	11.0%	115
Internet last 30 days: wrote online blog	147	4.1%	111
Internet last 30 days: visited chat room	138	3.9%	83
Internet last 30 days: looked for employment	528	14.7%	112
Internet last 30 days: played games online	865	24.1%	115
Internet last 30 days: traded/tracked investments	496	13.8%	124
Internet last 30 days: downloaded music	764	21.3%	116
Internet last 30 days: made phone call	148	4.1%	112
Internet last 30 days: made personal purchase	1,328	37.0%	120
Internet last 30 days: made business purchase	411	11.5%	120
Internet last 30 days: made travel plans	762	21.3%	123
Internet last 30 days: watched online video	792	22.1%	115
Internet last 30 days: obtained new/used car info	392	10.9%	124
Internet last 30 days: obtained financial info	1,057	29.5%	123
Internet last 30 days: obtained medical info	709	19.8%	119
Internet last 30 days: obtained latest news	1,638	45.7%	119
Internet last 30 days: obtained real estate info	493	13.8%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,045	29.2%	126
Ordered anything on Internet in last 12 months	1,509	42.1%	122
Ordered on Internet/12 mo: airline ticket	744	20.8%	124
Ordered on Internet/12 mo: CD/tape	183	5.1%	117
Ordered on Internet/12 mo: clothing	617	17.2%	119
Ordered on Internet/12 mo: computer	145	4.0%	118
Ordered on Internet/12 mo: computer peripheral	174	4.9%	112
Ordered on Internet/12 mo: DVD	284	7.9%	121
Ordered on Internet/12 mo: flowers	204	5.7%	123
Ordered on Internet/12 mo: software	226	6.3%	111
Ordered on Internet/12 mo: tickets (concerts etc.)	432	12.1%	125
Ordered on Internet/12 mo: toy	223	6.2%	125
Purchased item from amazon.com in last 12 months	570	15.9%	113
Purchased item from barnes&noble.com in last 12 mo	120	3.4%	105
Purchased item from bestbuy.com in last 12 months	112	3.1%	124
Purchased item from ebay.com in last 12 months	362	10.1%	109
Purchased item from walmart.com in last 12 months	166	4.6%	113
Spent on Internet orders last 12 months: <\$100	227	6.3%	116
Spent on Internet orders last 12 months: \$100-199	221	6.2%	114
Spent on Internet orders last 12 months: \$200-499	353	9.9%	118
Spent on Internet orders last 12 months: \$500+	634	17.7%	122
Connection to Internet from home: dial-up modem	214	6.0%	72
Connection to Internet from home: cable modem	1,181	32.9%	122
Connection to Internet from home: DSL	1,026	28.6%	116
Connection to Internet from home: wireless	611	17.1%	124
Connection to Internet from home: any broadband	2,526	70.5%	119
DVDs rented in last 30 days: 1	116	3.2%	122
DVDs rented in last 30 days: 2	195	5.4%	117
DVDs rented in last 30 days: 3	127	3.5%	111
DVDs rented in last 30 days: 4	169	4.7%	122
DVDs rented in last 30 days: 5+	591	16.5%	125
Rented video tape/DVD last month: action/adventure	891	24.9%	123
Rented video tape/DVD last month: classic	209	5.8%	112
Rented video tape/DVD last month: comedy	896	25.0%	121
Rented video tape/DVD last month: drama	575	16.0%	118
Rented video tape/DVD last month: family/children	419	11.7%	131
Rented video tape/DVD last month: foreign	73	2.0%	103
Rented video tape/DVD last month: horror	289	8.1%	109
Rented video tape/DVD last month: romance	311	8.7%	115
Rented video tape/DVD last month: science fiction	215	6.0%	113
Rented video tape/DVD last mo at Blockbuster Video	565	15.8%	130
Rented video tape/DVD last mo at Hollywood Video	216	6.0%	146
Bought video tape/DVD last month: action/adventure	341	9.5%	114
Bought video tape/DVD last month: classic	98	2.7%	100
Bought video tape/DVD last month: comedy	338	9.4%	117
Bought video tape/DVD last month: drama	179	5.0%	116
Bought video tape/DVD last month: family/children	262	7.3%	124
Bought video tape/DVD last month: horror	101	2.8%	90
Bought video tape/DVD last month: romance	99	2.8%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	96	2.7%	108
Bought blank video tape in last 6 months	395	11.0%	97
Bought 7+ blank video tapes in last 6 months	74	2.1%	79
DVDs purchased in last 30 days: 1	211	5.9%	118
DVDs purchased in last 30 days: 2	196	5.5%	115
DVDs purchased in last 30 days: 3-4	185	5.2%	111
DVDs purchased in last 30 days: 5+	196	5.5%	105
Bought any camera in last 12 months	495	13.8%	108
Spent on cameras in last 12 months: <\$100	155	4.3%	98
Spent on cameras in last 12 months: \$100-199	124	3.5%	115
Spent on cameras in last 12 months: \$200+	154	4.3%	108
Own APS (point & shoot or SLR) camera	97	2.7%	98
Own digital camera	1,367	38.1%	116
Bought digital camera in last 12 months	275	7.7%	112
Own digital point & shoot camera	1,045	29.2%	117
Bought digital point & shoot camera in last 12 mo	191	5.3%	108
Own digital SLR camera	359	10.0%	108
Bought digital SLR camera in last 12 months	87	2.4%	108
Own 35mm auto focus point & shoot camera	163	4.6%	97
Own 35mm auto focus single lens reflex camera	89	2.5%	104
Own 35mm auto focus zoom camera	221	6.2%	110
Own 35mm single lens reflex camera	106	3.0%	98
Own Canon camera	659	18.4%	117
Bought Canon camera in last 12 months	88	2.5%	115
Own Fuji camera	137	3.8%	94
Own Kodak camera	450	12.5%	106
Bought Kodak camera in last 12 months	91	2.5%	85
Own Nikon camera	219	6.1%	113
Own Olympus camera	177	4.9%	109
Own Polaroid camera	65	1.8%	74
Bought any camera accessory in last 12 months	1,724	48.1%	113
Bought film in last 12 months	692	19.3%	101
Bought film in last 12 months: <3 rolls	331	9.2%	104
Bought film in last 12 months: 3-6 rolls	226	6.3%	101
Bought film in last 12 months: 7+ rolls	134	3.7%	88
Bought film in last 12 mo: APS (color prints)	91	2.5%	95
Bought film in last 12 mo: instant developing	74	2.1%	103
Bought film in last 12 mo: 35mm (black & white)	27	0.7%	79
Bought film in last 12 mo: 35mm (color prints)	399	11.1%	98
Bought Fuji film in last 12 months	170	4.8%	94
Bought Kodak film in last 12 months	424	11.8%	100
Bought store-brand film in last 12 months	77	2.1%	101
Purchased film in last 12 mo: department store	98	2.7%	74
Purchased film in last 12 mo: discount store	162	4.5%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	170	4.7%	101
Purchased film in last 12 mo: grocery store	75	2.1%	97
Purchased film in last 12 mo: 1 hour service store	74	2.1%	81
Had film processed at discount store	121	3.4%	102
Had film processed at drug store	150	4.2%	98
Had film processed at 1 hour service store	82	2.3%	79
Bought memory card for camera in last 12 months	308	8.6%	112
Own memory card for camera	1,033	28.8%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Population 18+		27,890	29,790
Households		14,026	14,893
Median Household Income		\$82,569	\$95,315
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	12,115	86.4%	117
Purchased home PC in last 12 months	2,739	19.5%	124
Purchased home PC 1-2 years ago	3,896	27.8%	123
Purchased home PC 3-4 years ago	3,282	23.4%	120
Purchased home PC 5+ years ago	1,504	10.7%	115
Spent <\$500 on home PC (most recent purchase)	1,191	8.5%	98
Spent \$500-999 on home PC (most recent purchase)	2,881	20.5%	115
Spent \$1000-1499 on home PC (most recent purchase)	2,345	16.7%	128
Spent \$1500-1999 on home PC (most recent purchase)	1,320	9.4%	133
Spent \$2000+ on home PC (most recent purchase)	1,190	8.5%	137
Purchased home PC at computer superstore	2,295	16.4%	128
Purchased home PC at department store	574	4.1%	83
Purchased home PC direct from manufacturer	2,611	18.6%	134
Purchased home PC at electronics store	1,953	13.9%	126
Purchased home PC on Internet	1,556	11.1%	129
Purchased home PC at warehouse discount outlet	340	2.4%	111
HH owns desktop PC	9,578	68.3%	119
HH owns laptop/notebook/tablet PC	5,724	40.8%	131
HH owns any Apple/Mac clone brand PC	993	7.1%	113
HH owns any IBM/IBM compatible brand PC	11,173	79.7%	118
Brand of PC that HH owns: Compaq	1,342	9.6%	113
Brand of PC that HH owns: Dell	5,405	38.5%	125
Brand of PC that HH owns: Gateway	1,074	7.7%	115
Brand of PC that HH owns: Hewlett Packard	2,711	19.3%	124
Brand of PC that HH owns: Sony Vaio	482	3.4%	118
Child (under 18) uses home PC	3,972	28.3%	134
HH owns CD burner	6,480	46.2%	125
HH owns CD ROM drive	6,545	46.7%	119
HH owns DVD drive	4,478	31.9%	128
HH owns DVD-RW (DVD burner)	3,688	26.3%	128
HH owns external hard drive	2,678	19.1%	135
HH owns flash drive	3,934	28.0%	137
HH owns LAN/network interface card	2,181	15.5%	140
HH owns inkjet printer	7,235	51.6%	121
HH owns laser printer	2,630	18.7%	137
HH owns modem/fax modem	3,621	25.8%	124
HH owns removable cartridge storage device	951	6.8%	117
HH owns scanner	5,105	36.4%	128
HH owns PC speakers	7,147	51.0%	122
HH owns tape backup	480	3.4%	128
HH owns webcam	2,090	14.9%	132
HH owns software: accounting	1,712	12.2%	137
HH owns software: communications/fax	1,524	10.9%	133
HH owns software: database/filing	1,439	10.3%	126
HH owns software: desktop publishing	2,252	16.1%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,728	12.3%	123
HH owns software: entertainment/games	4,892	34.9%	120
HH owns software: online meeting/conference	510	3.6%	127
HH owns software: personal finance/tax prep	2,965	21.1%	149
HH owns software: presentation graphics	1,536	11.0%	137
HH owns software: multimedia	2,721	19.4%	127
HH owns software: networking	2,025	14.4%	129
HH owns software: security/anti-virus	5,176	36.9%	131
HH owns software: spreadsheet	4,567	32.6%	141
HH owns software: utility	1,302	9.3%	131
HH owns software: web authoring	617	4.4%	127
HH owns software: word processing	6,240	44.5%	132
Spent \$500+ on software for home PC in last 12 mo	412	2.9%	123
Purchased computer book in last 12 months	740	5.3%	122
HH owns fax machine	1,077	7.7%	128
Purchased audio equipment in last 12 months	1,480	10.6%	109
Purchased headphones in last 12 months	603	4.3%	108
HH owns camcorder	3,785	27.0%	138
Purchased camcorder in last 12 months	352	2.5%	118
HH owns CD player	7,492	53.4%	116
Purchased CD player in last 12 months	549	3.9%	101
HH owns DVD player	10,212	72.8%	110
Purchased DVD player in last 12 months	1,421	10.1%	104
HH owns 1 TV	2,020	14.4%	73
HH owns 2 TVs	3,462	24.7%	94
HH owns 3 TVs	3,397	24.2%	108
HH owns 4+ TVs	3,883	27.7%	132
HH owns miniature screen TV (<13 in)	1,195	8.5%	108
Most recent TV purchase: miniature screen (<13 in)	339	2.4%	87
HH owns regular screen TV (13-26 in)	6,191	44.1%	102
Most recent TV purchase: regular screen (13-26 in)	2,814	20.1%	86
HH owns large screen TV (27-35 in)	6,980	49.8%	107
Most recent TV purchase: large screen (27-35 in)	4,190	29.9%	95
HH owns big screen TV (36-42 in)	3,408	24.3%	129
Most recent TV purchase: big screen (36-42 in)	2,488	17.7%	126
HH owns giant screen TV (over 42 in)	2,903	20.7%	146
Most recent TV purchase: giant screen (over 42 in)	2,240	16.0%	143
HH owns LCD TV	3,594	25.6%	134
HH owns plasma TV	1,516	10.8%	130
HH owns projection TV	1,043	7.4%	138
HH owns video game system	5,477	39.1%	117
Purchased video game system in last 12 months	1,889	13.5%	125
HH owns video game system: handheld	2,648	18.9%	123
HH owns video game system: attached to TV/computer	4,879	34.8%	118
HH owns video game system: Game Boy	1,163	8.3%	120
HH owns video game system: Game Boy Advance/SP	1,176	8.4%	127
HH owns video game system: Nintendo DS	1,442	10.3%	136

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	818	5.8%	116
HH owns video game system: Nintendo Wii	1,378	9.8%	146
HH owns video game system: PlayStation 2	2,479	17.7%	107
HH owns video game system: PlayStation 3	586	4.2%	115
HH owns video game system: Sony PlayStation/PS One	619	4.4%	109
HH owns video game system: Sony PSP	438	3.1%	107
HH owns video game system: Xbox	958	6.8%	115
HH owns video game system: Xbox 360	1,167	8.3%	129
HH purchased 5+ video games in last 12 months	1,085	7.7%	119
HH spent \$101+ on video games in last 12 months	1,395	9.9%	123
Owns MP3 player	9,616	34.5%	129
Purchased MP3 player in last 12 months	3,643	13.1%	128
Owns Apple iPod	4,174	15.0%	135
Purchased Apple iPod in last 12 months	1,165	4.2%	123
Have any access to the Internet	26,154	93.8%	111
Have access to Internet: at home	23,919	85.8%	122
Have access to Internet: at work	13,889	49.8%	133
Have access to Internet: at school/library	7,602	27.3%	108
Have access to Internet: not hm/work/school/library	6,104	21.9%	113
Use Internet less than once a week	698	2.5%	63
Use Internet 1-2 times per week	1,173	4.2%	76
Use Internet 3-6 times per week	2,102	7.5%	94
Use Internet once a day	3,355	12.0%	109
Use Internet 2-4 times per day	6,002	21.5%	122
Use Internet 5 or more times per day	10,146	36.4%	145
Any Internet or online usage in last 30 days	23,476	84.2%	119
Used Internet in last 30 days: at home	21,925	78.6%	127
Used Internet in last 30 days: at work	12,451	44.6%	140
Used Internet in last 30 days: at school/library	2,075	7.4%	97
Used Internet/30 days: not home/work/school/library	2,880	10.3%	112
Internet last 30 days: used email	21,845	78.3%	126
Internet last 30 days: used Instant Messenger	8,180	29.3%	116
Internet last 30 days: paid bills online	12,329	44.2%	134
Internet last 30 days: visited online blog	3,346	12.0%	125
Internet last 30 days: wrote online blog	1,145	4.1%	111
Internet last 30 days: visited chat room	1,159	4.2%	89
Internet last 30 days: looked for employment	3,914	14.0%	107
Internet last 30 days: played games online	5,985	21.5%	102
Internet last 30 days: traded/tracked investments	5,063	18.2%	163
Internet last 30 days: downloaded music	6,010	21.6%	117
Internet last 30 days: made phone call	1,358	4.9%	132
Internet last 30 days: made personal purchase	12,017	43.1%	140
Internet last 30 days: made business purchase	3,890	13.9%	146
Internet last 30 days: made travel plans	7,282	26.1%	151
Internet last 30 days: watched online video	6,658	23.9%	124
Internet last 30 days: obtained new/used car info	3,382	12.1%	137
Internet last 30 days: obtained financial info	9,574	34.3%	143
Internet last 30 days: obtained medical info	5,898	21.1%	127
Internet last 30 days: obtained latest news	14,590	52.3%	136
Internet last 30 days: obtained real estate info	4,322	15.5%	144

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	9,195	33.0%	142
Ordered anything on Internet in last 12 months	13,491	48.4%	140
Ordered on Internet/12 mo: airline ticket	7,314	26.2%	157
Ordered on Internet/12 mo: CD/tape	1,728	6.2%	142
Ordered on Internet/12 mo: clothing	5,779	20.7%	143
Ordered on Internet/12 mo: computer	1,293	4.6%	135
Ordered on Internet/12 mo: computer peripheral	1,723	6.2%	142
Ordered on Internet/12 mo: DVD	2,549	9.1%	139
Ordered on Internet/12 mo: flowers	2,090	7.5%	162
Ordered on Internet/12 mo: software	2,275	8.2%	143
Ordered on Internet/12 mo: tickets (concerts etc.)	4,117	14.8%	153
Ordered on Internet/12 mo: toy	2,024	7.3%	146
Purchased item from amazon.com in last 12 months	5,579	20.0%	142
Purchased item from barnes&noble.com in last 12 mo	1,308	4.7%	146
Purchased item from bestbuy.com in last 12 months	966	3.5%	137
Purchased item from ebay.com in last 12 months	3,197	11.5%	123
Purchased item from walmart.com in last 12 months	1,363	4.9%	119
Spent on Internet orders last 12 months: <\$100	1,644	5.9%	108
Spent on Internet orders last 12 months: \$100-199	1,796	6.4%	119
Spent on Internet orders last 12 months: \$200-499	3,128	11.2%	134
Spent on Internet orders last 12 months: \$500+	6,243	22.4%	154
Connection to Internet from home: dial-up modem	1,607	5.8%	69
Connection to Internet from home: cable modem	10,164	36.4%	135
Connection to Internet from home: DSL	8,612	30.9%	126
Connection to Internet from home: wireless	5,624	20.2%	147
Connection to Internet from home: any broadband	21,461	76.9%	130
DVDs rented in last 30 days: 1	849	3.0%	115
DVDs rented in last 30 days: 2	1,570	5.6%	122
DVDs rented in last 30 days: 3	1,063	3.8%	119
DVDs rented in last 30 days: 4	1,286	4.6%	119
DVDs rented in last 30 days: 5+	4,587	16.4%	125
Rented video tape/DVD last month: action/adventure	6,831	24.5%	121
Rented video tape/DVD last month: classic	1,626	5.8%	112
Rented video tape/DVD last month: comedy	6,922	24.8%	120
Rented video tape/DVD last month: drama	4,695	16.8%	124
Rented video tape/DVD last month: family/children	3,166	11.4%	128
Rented video tape/DVD last month: foreign	619	2.2%	112
Rented video tape/DVD last month: horror	1,902	6.8%	92
Rented video tape/DVD last month: romance	2,361	8.5%	113
Rented video tape/DVD last month: science fiction	1,578	5.7%	107
Rented video tape/DVD last mo at Blockbuster Video	4,811	17.3%	143
Rented video tape/DVD last mo at Hollywood Video	1,381	5.0%	120
Bought video tape/DVD last month: action/adventure	2,407	8.6%	103
Bought video tape/DVD last month: classic	625	2.2%	82
Bought video tape/DVD last month: comedy	2,334	8.4%	104
Bought video tape/DVD last month: drama	1,272	4.6%	106
Bought video tape/DVD last month: family/children	1,994	7.2%	121
Bought video tape/DVD last month: horror	581	2.1%	66
Bought video tape/DVD last month: romance	627	2.2%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	749	2.7%	108
Bought blank video tape in last 6 months	3,338	12.0%	105
Bought 7+ blank video tapes in last 6 months	658	2.4%	90
DVDs purchased in last 30 days: 1	1,734	6.2%	125
DVDs purchased in last 30 days: 2	1,512	5.4%	114
DVDs purchased in last 30 days: 3-4	1,309	4.7%	101
DVDs purchased in last 30 days: 5+	1,269	4.6%	87
Bought any camera in last 12 months	3,984	14.3%	111
Spent on cameras in last 12 months: <\$100	1,015	3.6%	82
Spent on cameras in last 12 months: \$100-199	946	3.4%	112
Spent on cameras in last 12 months: \$200+	1,545	5.5%	139
Own APS (point & shoot or SLR) camera	977	3.5%	127
Own digital camera	11,905	42.7%	129
Bought digital camera in last 12 months	2,440	8.7%	128
Own digital point & shoot camera	9,084	32.6%	131
Bought digital point & shoot camera in last 12 mo	1,749	6.3%	127
Own digital SLR camera	3,260	11.7%	126
Bought digital SLR camera in last 12 months	735	2.6%	117
Own 35mm auto focus point & shoot camera	1,413	5.1%	108
Own 35mm auto focus single lens reflex camera	828	3.0%	125
Own 35mm auto focus zoom camera	1,697	6.1%	108
Own 35mm single lens reflex camera	952	3.4%	114
Own Canon camera	6,046	21.7%	138
Bought Canon camera in last 12 months	805	2.9%	136
Own Fuji camera	1,123	4.0%	100
Own Kodak camera	3,177	11.4%	96
Bought Kodak camera in last 12 months	624	2.2%	75
Own Nikon camera	2,066	7.4%	137
Own Olympus camera	1,687	6.0%	133
Own Polaroid camera	524	1.9%	76
Bought any camera accessory in last 12 months	14,291	51.2%	120
Bought film in last 12 months	5,352	19.2%	100
Bought film in last 12 months: <3 rolls	2,465	8.8%	99
Bought film in last 12 months: 3-6 rolls	1,742	6.2%	100
Bought film in last 12 months: 7+ rolls	1,145	4.1%	97
Bought film in last 12 mo: APS (color prints)	779	2.8%	105
Bought film in last 12 mo: instant developing	495	1.8%	89
Bought film in last 12 mo: 35mm (black & white)	199	0.7%	75
Bought film in last 12 mo: 35mm (color prints)	3,193	11.4%	100
Bought Fuji film in last 12 months	1,385	5.0%	99
Bought Kodak film in last 12 months	3,229	11.6%	98
Bought store-brand film in last 12 months	659	2.4%	111
Purchased film in last 12 mo: department store	641	2.3%	62
Purchased film in last 12 mo: discount store	1,341	4.8%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,347	4.8%	103
Purchased film in last 12 mo: grocery store	599	2.1%	100
Purchased film in last 12 mo: 1 hour service store	612	2.2%	86
Had film processed at discount store	905	3.2%	98
Had film processed at drug store	1,204	4.3%	101
Had film processed at 1 hour service store	743	2.7%	92
Bought memory card for camera in last 12 months	2,592	9.3%	121
Own memory card for camera	8,972	32.2%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Population 18+		73,468	79,448
Households		36,922	39,888
Median Household Income		\$86,522	\$101,220
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	32,361	87.6%	118
Purchased home PC in last 12 months	7,309	19.8%	126
Purchased home PC 1-2 years ago	10,294	27.9%	124
Purchased home PC 3-4 years ago	8,983	24.3%	125
Purchased home PC 5+ years ago	4,060	11.0%	118
Spent <\$500 on home PC (most recent purchase)	3,177	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	7,781	21.1%	118
Spent \$1000-1499 on home PC (most recent purchase)	6,252	16.9%	130
Spent \$1500-1999 on home PC (most recent purchase)	3,514	9.5%	134
Spent \$2000+ on home PC (most recent purchase)	3,137	8.5%	137
Purchased home PC at computer superstore	6,127	16.6%	130
Purchased home PC at department store	1,559	4.2%	86
Purchased home PC direct from manufacturer	6,983	18.9%	136
Purchased home PC at electronics store	5,190	14.1%	127
Purchased home PC on Internet	4,097	11.1%	129
Purchased home PC at warehouse discount outlet	929	2.5%	115
HH owns desktop PC	25,627	69.4%	121
HH owns laptop/notebook/tablet PC	15,354	41.6%	133
HH owns any Apple/Mac clone brand PC	2,645	7.2%	115
HH owns any IBM/IBM compatible brand PC	29,931	81.1%	120
Brand of PC that HH owns: Compaq	3,614	9.8%	115
Brand of PC that HH owns: Dell	14,407	39.0%	126
Brand of PC that HH owns: Gateway	2,817	7.6%	115
Brand of PC that HH owns: Hewlett Packard	7,366	20.0%	128
Brand of PC that HH owns: Sony Vaio	1,308	3.5%	122
Child (under 18) uses home PC	10,647	28.8%	137
HH owns CD burner	17,438	47.2%	128
HH owns CD ROM drive	17,505	47.4%	121
HH owns DVD drive	11,916	32.3%	129
HH owns DVD-RW (DVD burner)	9,724	26.3%	128
HH owns external hard drive	7,113	19.3%	136
HH owns flash drive	10,534	28.5%	139
HH owns LAN/network interface card	5,978	16.2%	146
HH owns inkjet printer	19,538	52.9%	124
HH owns laser printer	7,019	19.0%	138
HH owns modem/fax modem	9,762	26.4%	127
HH owns removable cartridge storage device	2,490	6.7%	116
HH owns scanner	13,692	37.1%	130
HH owns PC speakers	19,389	52.5%	126
HH owns tape backup	1,200	3.3%	122
HH owns webcam	5,436	14.7%	130
HH owns software: accounting	4,643	12.6%	141
HH owns software: communications/fax	4,118	11.2%	137
HH owns software: database/filing	3,912	10.6%	130
HH owns software: desktop publishing	6,144	16.6%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4,574	12.4%	124
HH owns software: entertainment/games	13,188	35.7%	123
HH owns software: online meeting/conference	1,313	3.6%	124
HH owns software: personal finance/tax prep	8,069	21.9%	154
HH owns software: presentation graphics	4,144	11.2%	140
HH owns software: multimedia	7,392	20.0%	131
HH owns software: networking	5,385	14.6%	130
HH owns software: security/anti-virus	13,877	37.6%	134
HH owns software: spreadsheet	12,319	33.4%	144
HH owns software: utility	3,538	9.6%	135
HH owns software: web authoring	1,567	4.2%	123
HH owns software: word processing	16,783	45.5%	135
Spent \$500+ on software for home PC in last 12 mo	1,031	2.8%	117
Purchased computer book in last 12 months	1,960	5.3%	123
HH owns fax machine	2,904	7.9%	131
Purchased audio equipment in last 12 months	3,879	10.5%	108
Purchased headphones in last 12 months	1,601	4.3%	109
HH owns camcorder	10,070	27.3%	140
Purchased camcorder in last 12 months	892	2.4%	114
HH owns CD player	19,900	53.9%	117
Purchased CD player in last 12 months	1,424	3.9%	100
HH owns DVD player	27,184	73.6%	111
Purchased DVD player in last 12 months	3,804	10.3%	106
HH owns 1 TV	5,256	14.2%	72
HH owns 2 TVs	9,166	24.8%	95
HH owns 3 TVs	8,961	24.3%	108
HH owns 4+ TVs	10,301	27.9%	133
HH owns miniature screen TV (<13 in)	3,161	8.6%	108
Most recent TV purchase: miniature screen (<13 in)	887	2.4%	87
HH owns regular screen TV (13-26 in)	16,525	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	7,431	20.1%	86
HH owns large screen TV (27-35 in)	18,377	49.8%	107
Most recent TV purchase: large screen (27-35 in)	11,051	29.9%	95
HH owns big screen TV (36-42 in)	9,032	24.5%	129
Most recent TV purchase: big screen (36-42 in)	6,551	17.7%	126
HH owns giant screen TV (over 42 in)	7,659	20.7%	146
Most recent TV purchase: giant screen (over 42 in)	5,961	16.1%	145
HH owns LCD TV	9,504	25.7%	134
HH owns plasma TV	3,974	10.8%	130
HH owns projection TV	2,755	7.5%	138
HH owns video game system	14,511	39.3%	117
Purchased video game system in last 12 months	4,931	13.4%	124
HH owns video game system: handheld	6,988	18.9%	123
HH owns video game system: attached to TV/computer	12,893	34.9%	118
HH owns video game system: Game Boy	3,125	8.5%	123
HH owns video game system: Game Boy Advance/SP	3,151	8.5%	129
HH owns video game system: Nintendo DS	3,694	10.0%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,145	5.8%	116
HH owns video game system: Nintendo Wii	3,569	9.7%	143
HH owns video game system: PlayStation 2	6,564	17.8%	108
HH owns video game system: PlayStation 3	1,517	4.1%	114
HH owns video game system: Sony PlayStation/PS One	1,614	4.4%	108
HH owns video game system: Sony PSP	1,146	3.1%	106
HH owns video game system: Xbox	2,496	6.8%	114
HH owns video game system: Xbox 360	3,060	8.3%	128
HH purchased 5+ video games in last 12 months	2,786	7.5%	116
HH spent \$101+ on video games in last 12 months	3,646	9.9%	122
Owns MP3 player	25,513	34.7%	129
Purchased MP3 player in last 12 months	9,738	13.3%	130
Owns Apple iPod	10,994	15.0%	135
Purchased Apple iPod in last 12 months	3,103	4.2%	125
Have any access to the Internet	69,023	93.9%	111
Have access to Internet: at home	63,570	86.5%	123
Have access to Internet: at work	37,038	50.4%	135
Have access to Internet: at school/library	19,996	27.2%	108
Have access to Internet: not hm/work/school/library	16,237	22.1%	114
Use Internet less than once a week	1,798	2.4%	61
Use Internet 1-2 times per week	3,026	4.1%	75
Use Internet 3-6 times per week	5,743	7.8%	97
Use Internet once a day	8,704	11.8%	107
Use Internet 2-4 times per day	16,016	21.8%	124
Use Internet 5 or more times per day	26,815	36.5%	146
Any Internet or online usage in last 30 days	62,103	84.5%	120
Used Internet in last 30 days: at home	58,178	79.2%	127
Used Internet in last 30 days: at work	33,263	45.3%	142
Used Internet in last 30 days: at school/library	5,351	7.3%	95
Used Internet/30 days: not home/work/school/library	7,692	10.5%	113
Internet last 30 days: used email	57,996	78.9%	127
Internet last 30 days: used Instant Messenger	21,696	29.5%	117
Internet last 30 days: paid bills online	32,857	44.7%	136
Internet last 30 days: visited online blog	8,886	12.1%	126
Internet last 30 days: wrote online blog	2,896	3.9%	107
Internet last 30 days: visited chat room	3,052	4.2%	89
Internet last 30 days: looked for employment	10,672	14.5%	111
Internet last 30 days: played games online	15,754	21.4%	102
Internet last 30 days: traded/tracked investments	13,273	18.1%	162
Internet last 30 days: downloaded music	15,725	21.4%	116
Internet last 30 days: made phone call	3,665	5.0%	135
Internet last 30 days: made personal purchase	32,010	43.6%	141
Internet last 30 days: made business purchase	10,428	14.2%	149
Internet last 30 days: made travel plans	19,391	26.4%	153
Internet last 30 days: watched online video	17,735	24.1%	126
Internet last 30 days: obtained new/used car info	8,939	12.2%	138
Internet last 30 days: obtained financial info	25,336	34.5%	144
Internet last 30 days: obtained medical info	15,473	21.1%	126
Internet last 30 days: obtained latest news	38,828	52.9%	137
Internet last 30 days: obtained real estate info	11,558	15.7%	146

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	23,938	32.6%	141
Ordered anything on Internet in last 12 months	36,316	49.4%	143
Ordered on Internet/12 mo: airline ticket	19,648	26.7%	160
Ordered on Internet/12 mo: CD/tape	4,629	6.3%	144
Ordered on Internet/12 mo: clothing	15,452	21.0%	145
Ordered on Internet/12 mo: computer	3,380	4.6%	134
Ordered on Internet/12 mo: computer peripheral	4,658	6.3%	146
Ordered on Internet/12 mo: DVD	6,776	9.2%	140
Ordered on Internet/12 mo: flowers	5,434	7.4%	160
Ordered on Internet/12 mo: software	6,161	8.4%	147
Ordered on Internet/12 mo: tickets (concerts etc.)	10,923	14.9%	154
Ordered on Internet/12 mo: toy	5,160	7.0%	141
Purchased item from amazon.com in last 12 months	14,810	20.2%	144
Purchased item from barnes&noble.com in last 12 mo	3,556	4.8%	151
Purchased item from bestbuy.com in last 12 months	2,581	3.5%	139
Purchased item from ebay.com in last 12 months	8,729	11.9%	128
Purchased item from walmart.com in last 12 months	3,657	5.0%	122
Spent on Internet orders last 12 months: <\$100	4,530	6.2%	113
Spent on Internet orders last 12 months: \$100-199	4,755	6.5%	120
Spent on Internet orders last 12 months: \$200-499	8,527	11.6%	139
Spent on Internet orders last 12 months: \$500+	16,700	22.7%	156
Connection to Internet from home: dial-up modem	4,553	6.2%	74
Connection to Internet from home: cable modem	27,125	36.9%	137
Connection to Internet from home: DSL	22,381	30.5%	124
Connection to Internet from home: wireless	14,727	20.0%	146
Connection to Internet from home: any broadband	56,742	77.2%	131
DVDs rented in last 30 days: 1	2,305	3.1%	119
DVDs rented in last 30 days: 2	4,361	5.9%	128
DVDs rented in last 30 days: 3	2,861	3.9%	122
DVDs rented in last 30 days: 4	3,477	4.7%	122
DVDs rented in last 30 days: 5+	11,863	16.1%	122
Rented video tape/DVD last month: action/adventure	17,982	24.5%	121
Rented video tape/DVD last month: classic	4,144	5.6%	108
Rented video tape/DVD last month: comedy	18,327	24.9%	121
Rented video tape/DVD last month: drama	12,530	17.1%	125
Rented video tape/DVD last month: family/children	8,138	11.1%	124
Rented video tape/DVD last month: foreign	1,653	2.3%	114
Rented video tape/DVD last month: horror	4,910	6.7%	90
Rented video tape/DVD last month: romance	6,051	8.2%	110
Rented video tape/DVD last month: science fiction	4,061	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	12,624	17.2%	142
Rented video tape/DVD last mo at Hollywood Video	3,689	5.0%	122
Bought video tape/DVD last month: action/adventure	6,250	8.5%	102
Bought video tape/DVD last month: classic	1,676	2.3%	84
Bought video tape/DVD last month: comedy	6,164	8.4%	104
Bought video tape/DVD last month: drama	3,457	4.7%	109
Bought video tape/DVD last month: family/children	4,900	6.7%	113
Bought video tape/DVD last month: horror	1,443	2.0%	63
Bought video tape/DVD last month: romance	1,681	2.3%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,943	2.6%	106
Bought blank video tape in last 6 months	8,541	11.6%	102
Bought 7+ blank video tapes in last 6 months	1,728	2.4%	90
DVDs purchased in last 30 days: 1	4,645	6.3%	127
DVDs purchased in last 30 days: 2	4,067	5.5%	117
DVDs purchased in last 30 days: 3-4	3,374	4.6%	99
DVDs purchased in last 30 days: 5+	3,249	4.4%	85
Bought any camera in last 12 months	10,486	14.3%	111
Spent on cameras in last 12 months: <\$100	2,686	3.7%	83
Spent on cameras in last 12 months: \$100-199	2,381	3.2%	107
Spent on cameras in last 12 months: \$200+	4,160	5.7%	142
Own APS (point & shoot or SLR) camera	2,559	3.5%	127
Own digital camera	31,911	43.4%	132
Bought digital camera in last 12 months	6,491	8.8%	129
Own digital point & shoot camera	24,407	33.2%	134
Bought digital point & shoot camera in last 12 mo	4,653	6.3%	128
Own digital SLR camera	8,692	11.8%	128
Bought digital SLR camera in last 12 months	1,931	2.6%	117
Own 35mm auto focus point & shoot camera	3,969	5.4%	115
Own 35mm auto focus single lens reflex camera	2,245	3.1%	128
Own 35mm auto focus zoom camera	4,361	5.9%	106
Own 35mm single lens reflex camera	2,524	3.4%	114
Own Canon camera	15,937	21.7%	138
Bought Canon camera in last 12 months	2,208	3.0%	141
Own Fuji camera	2,932	4.0%	99
Own Kodak camera	8,424	11.5%	97
Bought Kodak camera in last 12 months	1,733	2.4%	79
Own Nikon camera	5,655	7.7%	142
Own Olympus camera	4,558	6.2%	137
Own Polaroid camera	1,365	1.9%	76
Bought any camera accessory in last 12 months	38,221	52.0%	122
Bought film in last 12 months	14,364	19.6%	102
Bought film in last 12 months: <3 rolls	6,549	8.9%	100
Bought film in last 12 months: 3-6 rolls	4,550	6.2%	99
Bought film in last 12 months: 7+ rolls	3,263	4.4%	105
Bought film in last 12 mo: APS (color prints)	2,070	2.8%	106
Bought film in last 12 mo: instant developing	1,262	1.7%	86
Bought film in last 12 mo: 35mm (black & white)	567	0.8%	81
Bought film in last 12 mo: 35mm (color prints)	8,694	11.8%	104
Bought Fuji film in last 12 months	3,768	5.1%	102
Bought Kodak film in last 12 months	8,741	11.9%	100
Bought store-brand film in last 12 months	1,677	2.3%	107
Purchased film in last 12 mo: department store	1,770	2.4%	65
Purchased film in last 12 mo: discount store	3,659	5.0%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	3,534	4.8%	102
Purchased film in last 12 mo: grocery store	1,636	2.2%	104
Purchased film in last 12 mo: 1 hour service store	1,622	2.2%	87
Had film processed at discount store	2,508	3.4%	103
Had film processed at drug store	3,256	4.4%	104
Had film processed at 1 hour service store	1,988	2.7%	93
Bought memory card for camera in last 12 months	7,002	9.5%	124
Own memory card for camera	23,950	32.6%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Population 18+		3,585	3,785
Households		1,974	2,059
Median Household Income		\$63,761	\$76,595
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	1,918	53.5%	108
Bank/financial institution: use savings & loan	379	10.6%	101
Bank/financial institution: use credit union	922	25.7%	114
Bank/financial institution: use fed savings bank	76	2.1%	92
Bank/financial institution: use mutual funds co	131	3.7%	112
Bank/financial institution: use Internet Bank	182	5.1%	118
Used ATM/cash machine in last 12 months	2,135	59.6%	117
Banked in person in last 12 months	2,010	56.1%	108
Banked by mail in last 12 months	219	6.1%	114
Banked by phone in last 12 months	618	17.2%	115
Did banking over the Internet in last 12 months	1,212	33.8%	124
Used direct deposit of paycheck in last 12 months	1,588	44.3%	115
Have interest checking account	1,339	37.4%	116
Have non-interest checking account	1,041	29.0%	109
Have money market account	522	14.6%	118
Have savings account	1,516	42.3%	116
Have 401K retirement savings	809	22.6%	127
Have IRA retirement savings	622	17.4%	115
Have auto loan for new car	494	13.8%	119
Have personal loan for education only	166	4.6%	114
Have personal loan-not for education	86	2.4%	95
Have home mortgage (1st)	883	24.6%	128
Have 2nd mortgage (equity loan)	275	7.7%	122
Have home equity line of credit	243	6.8%	113
Have personal line of credit	174	4.9%	107
Have overdraft protection	542	15.1%	114
Own any securities investment	1,023	28.5%	114
Own annuities	122	3.4%	112
Own certificate of deposit (6 months or less)	125	3.5%	99
Own certificate of deposit (more than 6 months)	207	5.8%	104
Own common/preferred stock in company you work for	131	3.7%	121
Own common stock in company you don't work for	258	7.2%	114
Own insured money market account (bank)	81	2.3%	110
Own shares in money market fund	266	7.4%	112
Own shares in mutual fund (bonds)	238	6.6%	112
Own shares in mutual fund (stock)	417	11.6%	124
Own any stock	382	10.7%	116
Own stock with market value <\$10000	117	3.3%	105
Own stock with market value \$10000-49999	110	3.1%	123
Own stock with market value \$50000+	99	2.8%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	294		8.2%	120
Used financial planning counsel in last 12 months	326		9.1%	116
Used full service brokerage firm in last 12 months	248		6.9%	112
Own any credit/debit card (in own name)	2,842		79.3%	107
Own American Express card (in own name)	501		14.0%	112
Own Discover card (in own name)	433		12.1%	108
Own MasterCard (in own name)	1,293		36.1%	105
Own Visa (in own name)	1,960		54.7%	111
Own any department store credit card (in own name)	1,209		33.7%	109
Avg monthly credit card expenditures: <\$111	517		14.4%	104
Avg monthly credit card expenditures: \$111-225	316		8.8%	113
Avg monthly credit card expenditures: \$226-450	271		7.6%	101
Avg monthly credit card expenditures: \$451-700	250		7.0%	109
Avg monthly credit card expenditures: \$701+	566		15.8%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		39,237	41,632	
Population 18+		27,890	29,790	
Households		14,026	14,893	
Median Household Income		\$82,569	\$95,315	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		15,993	57.3%	116
Bank/financial institution: use savings & loan		3,150	11.3%	108
Bank/financial institution: use credit union		7,545	27.1%	120
Bank/financial institution: use fed savings bank		650	2.3%	101
Bank/financial institution: use mutual funds co		1,343	4.8%	148
Bank/financial institution: use Internet Bank		1,635	5.9%	136
Used ATM/cash machine in last 12 months		17,410	62.4%	123
Banked in person in last 12 months		16,418	58.9%	114
Banked by mail in last 12 months		1,895	6.8%	127
Banked by phone in last 12 months		4,696	16.8%	112
Did banking over the Internet in last 12 months		10,516	37.7%	138
Used direct deposit of paycheck in last 12 months		13,147	47.1%	122
Have interest checking account		11,462	41.1%	128
Have non-interest checking account		8,267	29.6%	111
Have money market account		5,100	18.3%	148
Have savings account		12,430	44.6%	123
Have 401K retirement savings		7,184	25.8%	145
Have IRA retirement savings		6,103	21.9%	145
Have auto loan for new car		4,138	14.8%	129
Have personal loan for education only		1,345	4.8%	119
Have personal loan-not for education		733	2.6%	104
Have home mortgage (1st)		7,984	28.6%	149
Have 2nd mortgage (equity loan)		2,642	9.5%	151
Have home equity line of credit		2,487	8.9%	148
Have personal line of credit		1,469	5.3%	116
Have overdraft protection		4,899	17.6%	132
Own any securities investment		9,268	33.2%	133
Own annuities		1,098	3.9%	130
Own certificate of deposit (6 months or less)		1,187	4.3%	121
Own certificate of deposit (more than 6 months)		1,861	6.7%	120
Own common/preferred stock in company you work for		1,314	4.7%	156
Own common stock in company you don't work for		2,637	9.5%	150
Own insured money market account (bank)		807	2.9%	140
Own shares in money market fund		2,761	9.9%	149
Own shares in mutual fund (bonds)		2,426	8.7%	147
Own shares in mutual fund (stock)		4,069	14.6%	155
Own any stock		3,827	13.7%	149
Own stock with market value <\$10000		1,091	3.9%	126
Own stock with market value \$10000-49999		973	3.5%	139
Own stock with market value \$50000+		1,128	4.0%	162

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	2,514		9.0%	132
Used financial planning counsel in last 12 months	3,136		11.2%	143
Used full service brokerage firm in last 12 months	2,551		9.1%	148
Own any credit/debit card (in own name)	23,471		84.2%	114
Own American Express card (in own name)	5,315		19.1%	153
Own Discover card (in own name)	3,919		14.1%	126
Own MasterCard (in own name)	11,458		41.1%	120
Own Visa (in own name)	16,381		58.7%	120
Own any department store credit card (in own name)	10,527		37.7%	122
Avg monthly credit card expenditures: <\$111	3,866		13.9%	100
Avg monthly credit card expenditures: \$111-225	2,337		8.4%	108
Avg monthly credit card expenditures: \$226-450	2,323		8.3%	111
Avg monthly credit card expenditures: \$451-700	2,204		7.9%	124
Avg monthly credit card expenditures: \$701+	5,901		21.2%	158

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		101,695	109,557	
Population 18+		73,468	79,448	
Households		36,922	39,888	
Median Household Income		\$86,522	\$101,220	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		42,011	57.2%	116
Bank/financial institution: use savings & loan		8,287	11.3%	108
Bank/financial institution: use credit union		20,513	27.9%	123
Bank/financial institution: use fed savings bank		1,787	2.4%	106
Bank/financial institution: use mutual funds co		3,518	4.8%	147
Bank/financial institution: use Internet Bank		4,090	5.6%	129
Used ATM/cash machine in last 12 months		46,028	62.7%	123
Banked in person in last 12 months		43,717	59.5%	115
Banked by mail in last 12 months		4,871	6.6%	124
Banked by phone in last 12 months		12,428	16.9%	113
Did banking over the Internet in last 12 months		28,353	38.6%	141
Used direct deposit of paycheck in last 12 months		34,897	47.5%	123
Have interest checking account		29,966	40.8%	127
Have non-interest checking account		22,125	30.1%	113
Have money market account		13,295	18.1%	147
Have savings account		33,203	45.2%	124
Have 401K retirement savings		19,186	26.1%	147
Have IRA retirement savings		16,205	22.1%	146
Have auto loan for new car		11,193	15.2%	132
Have personal loan for education only		3,639	5.0%	122
Have personal loan-not for education		2,044	2.8%	111
Have home mortgage (1st)		21,377	29.1%	151
Have 2nd mortgage (equity loan)		7,192	9.8%	156
Have home equity line of credit		6,709	9.1%	152
Have personal line of credit		4,019	5.5%	121
Have overdraft protection		13,415	18.3%	137
Own any securities investment		24,593	33.5%	134
Own annuities		2,832	3.9%	127
Own certificate of deposit (6 months or less)		3,091	4.2%	120
Own certificate of deposit (more than 6 months)		4,953	6.7%	121
Own common/preferred stock in company you work for		3,512	4.8%	159
Own common stock in company you don't work for		6,845	9.3%	148
Own insured money market account (bank)		2,142	2.9%	141
Own shares in money market fund		7,217	9.8%	148
Own shares in mutual fund (bonds)		6,307	8.6%	145
Own shares in mutual fund (stock)		10,779	14.7%	156
Own any stock		9,989	13.6%	148
Own stock with market value <\$10000		2,885	3.9%	126
Own stock with market value \$10000-49999		2,579	3.5%	140
Own stock with market value \$50000+		2,912	4.0%	159

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	6,697		9.1%	133
Used financial planning counsel in last 12 months	8,278		11.3%	143
Used full service brokerage firm in last 12 months	6,704		9.1%	147
Own any credit/debit card (in own name)	61,884		84.2%	114
Own American Express card (in own name)	13,887		18.9%	152
Own Discover card (in own name)	10,524		14.3%	128
Own MasterCard (in own name)	30,563		41.6%	122
Own Visa (in own name)	43,442		59.1%	121
Own any department store credit card (in own name)	27,706		37.7%	122
Avg monthly credit card expenditures: <\$111	10,610		14.4%	104
Avg monthly credit card expenditures: \$111-225	6,174		8.4%	108
Avg monthly credit card expenditures: \$226-450	6,252		8.5%	114
Avg monthly credit card expenditures: \$451-700	5,831		7.9%	125
Avg monthly credit card expenditures: \$701+	15,269		20.8%	156

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Population 18+		3,585	3,785
Households		1,974	2,059
Median Household Income		\$63,761	\$76,595
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,062	53.8%	104
HH owns any bird	53	2.7%	92
HH owns any cat	468	23.7%	98
HH owns any dog	773	39.2%	103
HH owns 1 cat	257	13.0%	102
HH owns 2+ cats	210	10.6%	92
HH owns 1 dog	495	25.1%	107
HH owns 2+ dogs	278	14.1%	96
HH used canned cat food in last 6 months	217	11.0%	94
HH used <4 cans of cat food in last 7 days	81	4.1%	94
HH used 8+ cans of cat food in last 7 days	57	2.9%	80
HH used packaged dry cat food in last 6 months	446	22.6%	97
HH used <5 pounds of packaged dry cat food last mo	156	7.9%	97
HH used 11+ pounds of packaged dry cat food last mo	119	6.0%	84
HH used cat treats in last 6 months	199	10.1%	98
HH used cat litter in last 6 months	403	20.4%	100
HH used canned dog food in last 6 months	257	13.0%	98
HH used packaged dry dog food in last 6 months	746	37.8%	104
HH used <10 pounds of pkgd dry dog food last month	346	17.5%	105
HH used 25+ pounds of pkgd dry dog food last month	208	10.5%	96
HH used dog biscuits/treats in last 6 months	624	31.6%	107
HH used <2 packages of dog biscuits/treats last mo	316	16.0%	108
HH used 4+ packages of dog biscuits/treats last mo	108	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	652	33.0%	97
HH member took pet to vet in last 12 mo: 1 time	267	13.5%	107
HH member took pet to vet in last 12 mo: 2 times	229	11.6%	105
HH member took pet to vet in last 12 mo: 3 times	119	6.0%	107
HH member took pet to vet in last 12 mo: 4 times	81	4.1%	99
HH member took pet to vet in last 12 mo: 5+ times	110	5.6%	100
Bought pet food from vet in last 12 months	94	4.8%	93
Bought flea control product from vet in last 12 mo	267	13.5%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Population 18+		27,890	29,790
Households		14,026	14,893
Median Household Income		\$82,569	\$95,315
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	7,812	55.7%	108
HH owns any bird	348	2.5%	85
HH owns any cat	3,339	23.8%	99
HH owns any dog	5,806	41.4%	109
HH owns 1 cat	1,794	12.8%	100
HH owns 2+ cats	1,543	11.0%	95
HH owns 1 dog	3,708	26.4%	113
HH owns 2+ dogs	2,097	15.0%	102
HH used canned cat food in last 6 months	1,530	10.9%	94
HH used <4 cans of cat food in last 7 days	563	4.0%	92
HH used 8+ cans of cat food in last 7 days	432	3.1%	86
HH used packaged dry cat food in last 6 months	3,207	22.9%	99
HH used <5 pounds of packaged dry cat food last mo	1,177	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	852	6.1%	84
HH used cat treats in last 6 months	1,389	9.9%	96
HH used cat litter in last 6 months	2,943	21.0%	103
HH used canned dog food in last 6 months	1,860	13.3%	100
HH used packaged dry dog food in last 6 months	5,600	39.9%	110
HH used <10 pounds of pkgd dry dog food last month	2,450	17.5%	105
HH used 25+ pounds of pkgd dry dog food last month	1,644	11.7%	107
HH used dog biscuits/treats in last 6 months	4,640	33.1%	112
HH used <2 packages of dog biscuits/treats last mo	2,408	17.2%	116
HH used 4+ packages of dog biscuits/treats last mo	769	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	4,844	34.5%	102
HH member took pet to vet in last 12 mo: 1 time	1,944	13.9%	109
HH member took pet to vet in last 12 mo: 2 times	1,693	12.1%	109
HH member took pet to vet in last 12 mo: 3 times	828	5.9%	105
HH member took pet to vet in last 12 mo: 4 times	658	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times	933	6.7%	119
Bought pet food from vet in last 12 months	747	5.3%	104
Bought flea control product from vet in last 12 mo	2,104	15.0%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Population 18+		73,468	79,448
Households		36,922	39,888
Median Household Income		\$86,522	\$101,220
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	21,129	57.2%	111
HH owns any bird	949	2.6%	88
HH owns any cat	9,227	25.0%	104
HH owns any dog	15,726	42.6%	112
HH owns 1 cat	4,930	13.4%	104
HH owns 2+ cats	4,294	11.6%	100
HH owns 1 dog	10,039	27.2%	116
HH owns 2+ dogs	5,686	15.4%	105
HH used canned cat food in last 6 months	4,261	11.5%	99
HH used <4 cans of cat food in last 7 days	1,567	4.2%	97
HH used 8+ cans of cat food in last 7 days	1,221	3.3%	92
HH used packaged dry cat food in last 6 months	8,876	24.0%	104
HH used <5 pounds of packaged dry cat food last mo	3,206	8.7%	106
HH used 11+ pounds of packaged dry cat food last mo	2,410	6.5%	91
HH used cat treats in last 6 months	3,932	10.6%	104
HH used cat litter in last 6 months	8,128	22.0%	108
HH used canned dog food in last 6 months	4,918	13.3%	101
HH used packaged dry dog food in last 6 months	15,110	40.9%	113
HH used <10 pounds of pkgd dry dog food last month	6,583	17.8%	107
HH used 25+ pounds of pkgd dry dog food last month	4,467	12.1%	110
HH used dog biscuits/treats in last 6 months	12,523	33.9%	114
HH used <2 packages of dog biscuits/treats last mo	6,494	17.6%	119
HH used 4+ packages of dog biscuits/treats last mo	2,033	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	13,285	36.0%	106
HH member took pet to vet in last 12 mo: 1 time	5,182	14.0%	111
HH member took pet to vet in last 12 mo: 2 times	4,581	12.4%	112
HH member took pet to vet in last 12 mo: 3 times	2,377	6.4%	114
HH member took pet to vet in last 12 mo: 4 times	1,743	4.7%	114
HH member took pet to vet in last 12 mo: 5+ times	2,573	7.0%	125
Bought pet food from vet in last 12 months	2,074	5.6%	110
Bought flea control product from vet in last 12 mo	5,874	15.9%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		5,148	5,404	
Population 18+		3,585	3,785	
Households		1,974	2,059	
Median Household Income		\$63,761	\$76,595	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,159	32.3%	108
Exercise at club 2+ times per week		528	14.7%	120
Exercise at other facility (not club) 2+ times/wk		323	9.0%	112
Own stationary bicycle		211	5.9%	104
Own treadmill		397	11.1%	113
Own weight lifting equipment		569	15.9%	122
Presently controlling diet		1,531	42.7%	103
Diet control for blood sugar level		253	7.1%	96
Diet control for cholesterol level		337	9.4%	93
Diet control to maintain weight		423	11.8%	105
Diet control for physical fitness		403	11.2%	113
Diet control for salt restriction		91	2.5%	76
Diet control for weight loss		582	16.2%	114
Used doctor's care/diet for diet method		109	3.0%	101
Used exercise program for diet method		360	10.0%	118
Used Weight Watchers as diet method		109	3.0%	100
Buy foods specifically labeled as fat-free		635	17.7%	101
Buy foods specifically labeled as high fiber		464	12.9%	113
Buy foods specifically labeled as high protein		202	5.6%	103
Buy foods specifically labeled as lactose-free		55	1.5%	83
Buy foods specifically labeled as low-calorie		411	11.5%	106
Buy foods specifically labeled as low-carb		298	8.3%	108
Buy foods specifically labeled as low-cholesterol		287	8.0%	97
Buy foods specifically labeled as low-fat		508	14.2%	107
Buy foods specifically labeled as low-sodium		318	8.9%	98
Buy foods specifically labeled as natural/organic		317	8.8%	105
Buy foods specifically labeled as sugar-free		487	13.6%	102
Used butter alternatives in last 6 months		149	4.2%	99
Used egg alternatives in last 6 months		505	14.1%	99
Used salt alternatives in last 6 months		976	27.2%	98
Drank meal/dietary supplement in last 6 months		255	7.1%	97
Used nutrition/energy bar in last 6 months		573	16.0%	113
Drank sports drink/thirst quencher in last 6 mo		1,204	33.6%	105
Used vitamin/dietary supplement in last 6 months		1,789	49.9%	103
Vitamin/dietary suppl used/6 mo: antioxidant		99	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex		183	5.1%	105
Vitamin/dietary suppl used/6 mo: B complex+C		58	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6		68	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		176	4.9%	87
Vitamin/dietary suppl used/6 mo: C		325	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium		384	10.7%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	169	4.7%	96
Vitamin/dietary suppl used/6 mo: E	183	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	54	1.5%	88
Vitamin/dietary suppl used/6 mo: glucosamine	161	4.5%	97
Vitamin/dietary suppl used/6 mo: multiple formula	465	13.0%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron	167	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	209	5.8%	98
Vitamin/dietary suppl used/6 mo: zinc	80	2.2%	97
Vitamin/dietary suppl/6 mo: Caltrate 600	74	2.1%	78
Vitamin/dietary suppl/6 mo: Centrum	211	5.9%	101
Vitamin/dietary suppl/6 mo: Nature Made	220	6.1%	104
Visited doctor in last 12 months	2,872	80.1%	103
Visited doctor in last 12 months: 1-3 times	1,242	34.6%	102
Visited doctor in last 12 months: 4-7 times	811	22.6%	102
Visited doctor in last 12 months: 8+ times	820	22.9%	106
Visited doctor in last 12 mo: allergist	98	2.7%	114
Visited doctor in last 12 mo: cardiologist	230	6.4%	91
Visited doctor in last 12 mo: chiropractor	275	7.7%	103
Visited doctor in last 12 mo: dentist	1,485	41.4%	110
Visited doctor in last 12 mo: dermatologist	261	7.3%	102
Visited doctor in last 12 mo: ear/nose/throat	160	4.5%	97
Visited doctor in last 12 mo: eye	748	20.9%	101
Visited doctor in last 12 mo: general/family	1,617	45.1%	106
Visited doctor in last 12 mo: internist	261	7.3%	99
Visited doctor in last 12 mo: physical therapist	166	4.6%	102
Visited doctor in last 12 mo: podiatrist	116	3.2%	96
Visited doctor in last 12 mo: urologist	131	3.7%	95
Visited nurse practitioner in last 12 months	136	3.8%	90
Wear regular/sun/tinted prescription eyeglasses	1,287	35.9%	104
Wear bi-focals	537	15.0%	95
Wear disposable contact lenses	275	7.7%	118
Wear soft contact lenses	348	9.7%	110
Spent on contact lenses in last 12 mo: <\$100	107	3.0%	107
Spent on contact lenses in last 12 mo: \$100-199	135	3.8%	101
Spent on contact lenses in last 12 mo: \$200+	129	3.6%	119
Bought prescription eyewear: discount optical ctr	292	8.1%	102
Bought prescription eyewear: from eye doctor	931	26.0%	101
Bought prescription eyewear: retail optical chain	438	12.2%	110
Used prescription drug for allergy/hay fever	270	7.5%	107
Used prescription drug for anxiety/panic	171	4.8%	117
Used prescription drug for arthritis/rheumatism	72	2.0%	76
Used prescription drug for asthma	151	4.2%	103
Used prescription drug for backache/back pain	259	7.2%	98
Used prescription drug for depression	202	5.6%	96
Used prescr drug for diabetes (insulin dependent)	55	1.5%	78
Used prescr drug for diabetes (non-insulin)	138	3.8%	103
Used prescription drug for eczema/skin itch/rash	73	2.0%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	202	5.6%	85
Used prescription drug for high blood pressure	408	11.4%	91
Used prescription drug for high cholesterol	322	9.0%	103
Used prescription drug for migraine headache	142	4.0%	107
Used prescription drug for sinus congest./headache	165	4.6%	95
Used prescription drug for urinary tract infection	107	3.0%	96
Used last 6 mo: adhesive bandages	2,021	56.4%	102
Used last 6 mo: athlete's foot/foot care product	448	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,754	48.9%	103
Used last 6 mo: children's cold tablets/liquids	596	16.6%	110
Used last 6 mo: contact lens cleaning solution	506	14.1%	116
Used last 6 mo: cotton swabs	1,812	50.5%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	1,734	48.4%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,219	34.0%	99
Used last 6 mo: children's cough syrup	524	14.6%	103
Used last 6 mo: diarrhea remedy	538	15.0%	92
Used last 6 mo: eye wash and drops	1,047	29.2%	96
Used last 6 mo: headache/pain reliever (nonprescr)	3,037	84.7%	101
Used last 6 mo: hemorrhoid remedy	289	8.1%	90
Used last 6 mo: indigestion/upset stomach remedy	1,588	44.3%	98
Used last 6 mo: lactose intolerance product	114	3.2%	90
Used last 6 mo: laxative/fiber supplement	430	12.0%	86
Used last 6 mo: medicated skin ointment	1,125	31.4%	100
Used last 6 mo: medicated throat remedy	408	11.4%	99
Used last 6 mo: nasal spray	598	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	878	24.5%	111
Used last 6 mo: pain relieving rub/liquid/patch	824	23.0%	91
Used last 6 mo: sleeping tablets (nonprescription)	186	5.2%	96
Used last 12 mo: sunburn remedy	556	15.5%	100
Used last 12 mo: suntan/sunscreen product	1,547	43.2%	112
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,249	34.8%	116
Used last 6 mo: toothache/gum/canker sore remedy	560	15.6%	93
Used last 6 mo: vitamins for children	625	17.4%	118
Used body powder in last 6 months	894	24.9%	90
Used body powder <3 times in last 7 days	368	10.3%	87
Used body powder 8+ times in last 7 days	59	1.6%	75
Used body wash/shower gel in last 6 months	1,896	52.9%	102
Used breath freshener in last 6 months	1,709	47.7%	102
Used complexion care product in last 6 months	1,776	49.5%	105
Used complexion care product <7 times last week	495	13.8%	101
Used complexion care product 11+ times last week	637	17.8%	107
Used complexion care prod: dry facial skin type	265	7.4%	101
Used complexion care prod: normal facial skin type	568	15.8%	104
Used complexion care prod: oily facial skin type	201	5.6%	93
Used dental floss in last 6 months	2,454	68.5%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	748	20.9%	103
Used denture adhesive/fixative in last 6 months	184	5.1%	82
Used denture cleaner in last 6 months	318	8.9%	80
Used deodorant/antiperspirant in last 6 months	3,367	93.9%	101
Used deodorant/antiperspirant <8 times last week	2,531	70.6%	103
Used deodorant/antiperspirant 15+ times last week	169	4.7%	78
Used disposable razor in last 6 months	1,889	52.7%	101
Used electric shaver in last 6 months	668	18.6%	99
Used hair coloring product (at home) last 6 months	725	20.2%	101
Used hair conditioner (at home) in last 6 months	2,280	63.6%	102
Used hair conditioning treatment (at home)/6 mo	845	23.6%	100
Used hair growth product in last 6 months	84	2.3%	102
Used hair mousse in last 6 months	645	18.0%	104
Used hair spray (at home) in last 6 months	1,312	36.6%	101
Used hair styling gel/lotion in last 6 months	1,003	28.0%	104
Used hand & body cream/lotion/oil in last 6 months	2,665	74.3%	102
Used hand & body cream/lotion/oil <5 times last wk	784	21.9%	102
Used hand & body cream/lotion/oil 9+ times last wk	880	24.5%	99
Used hand & body cream in last 6 months	618	17.2%	98
Used hand & body lotion in last 6 months	1,854	51.7%	105
Used hand & body oil in last 6 months	177	4.9%	95
Used lip care in last 6 months	2,226	62.1%	104
Used liquid soap/hand sanitizer in last 6 months	2,881	80.4%	105
Used mouthwash in last 6 months	2,382	66.4%	101
Used mouthwash <4 times in last 7 days	761	21.2%	99
Used mouthwash 8+ times in last 7 days	551	15.4%	97
Used shampoo (at home) in last 6 months	3,339	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	609	17.0%	88
Used shaving cream/gel in last 6 months	1,905	53.1%	102
Used personal care soap (bar) in last 6 months	2,957	82.5%	98
Used personal care soap for antibacterial purpose	642	17.9%	93
Used personal care soap for complexion	240	6.7%	98
Used personal care soap for deodorant	604	16.8%	104
Use personal care soap for moisturizing	796	22.2%	103
Bought toothbrush in last 6 months	3,083	86.0%	101
Bought electric toothbrush in last 6 months	255	7.1%	107
Used toothpaste in last 6 months	3,457	96.4%	101
Used toothpaste <8 times in last 7 days	1,105	30.8%	96
Used toothpaste 15+ times in last 7 days	593	16.5%	102
Used toothpaste with baking soda in last 6 months	380	10.6%	93
Used toothpaste (gel) in last 6 months	1,092	30.5%	109
Used toothpaste (paste) in last 6 months	1,744	48.6%	101
Used whitening toothpaste in last 6 months	1,306	36.4%	105
Used tooth whitener (not toothpaste) last 6 months	421	11.7%	111
Had professional manicure/pedicure last 6 months	681	19.0%	111
Had professional facial/massage last 6 months	409	11.4%	121
Spent \$100+ at barber shops in last 6 months	202	5.6%	105
Spent \$100+ at beauty parlors in last 6 months	670	18.7%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		39,237	41,632	
Population 18+		27,890	29,790	
Households		14,026	14,893	
Median Household Income		\$82,569	\$95,315	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		9,719	34.8%	116
Exercise at club 2+ times per week		5,018	18.0%	147
Exercise at other facility (not club) 2+ times/wk		2,653	9.5%	118
Own stationary bicycle		1,928	6.9%	122
Own treadmill		3,801	13.6%	139
Own weight lifting equipment		5,039	18.1%	139
Presently controlling diet		12,598	45.2%	109
Diet control for blood sugar level		1,833	6.6%	90
Diet control for cholesterol level		2,839	10.2%	101
Diet control to maintain weight		3,599	12.9%	115
Diet control for physical fitness		3,590	12.9%	129
Diet control for salt restriction		738	2.6%	79
Diet control for weight loss		4,844	17.4%	122
Used doctor's care/diet for diet method		625	2.2%	74
Used exercise program for diet method		3,043	10.9%	129
Used Weight Watchers as diet method		1,029	3.7%	121
Buy foods specifically labeled as fat-free		5,493	19.7%	112
Buy foods specifically labeled as high fiber		4,069	14.6%	127
Buy foods specifically labeled as high protein		1,874	6.7%	123
Buy foods specifically labeled as lactose-free		447	1.6%	87
Buy foods specifically labeled as low-calorie		3,645	13.1%	121
Buy foods specifically labeled as low-carb		2,467	8.8%	115
Buy foods specifically labeled as low-cholesterol		2,405	8.6%	104
Buy foods specifically labeled as low-fat		4,479	16.1%	121
Buy foods specifically labeled as low-sodium		2,751	9.9%	110
Buy foods specifically labeled as natural/organic		3,022	10.8%	129
Buy foods specifically labeled as sugar-free		4,041	14.5%	109
Used butter alternatives in last 6 months		958	3.4%	82
Used egg alternatives in last 6 months		3,971	14.2%	100
Used salt alternatives in last 6 months		7,281	26.1%	94
Drank meal/dietary supplement in last 6 months		1,979	7.1%	97
Used nutrition/energy bar in last 6 months		5,038	18.1%	128
Drank sports drink/thirst quencher in last 6 mo		9,059	32.5%	102
Used vitamin/dietary supplement in last 6 months		14,866	53.3%	110
Vitamin/dietary suppl used/6 mo: antioxidant		867	3.1%	107
Vitamin/dietary suppl used/6 mo: B complex		1,583	5.7%	117
Vitamin/dietary suppl used/6 mo: B complex+C		504	1.8%	93
Vitamin/dietary suppl used/6 mo: B-6		554	2.0%	98
Vitamin/dietary suppl used/6 mo: B-12		1,420	5.1%	90
Vitamin/dietary suppl used/6 mo: C		2,743	9.8%	117
Vitamin/dietary suppl used/6 mo: calcium		3,276	11.7%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,424	5.1%	104
Vitamin/dietary suppl used/6 mo: E	1,460	5.2%	105
Vitamin/dietary suppl used/6 mo: garlic	441	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	1,498	5.4%	116
Vitamin/dietary suppl used/6 mo: multiple formula	4,097	14.7%	125
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,332	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,894	6.8%	115
Vitamin/dietary suppl used/6 mo: zinc	639	2.3%	99
Vitamin/dietary suppl/6 mo: Caltrate 600	728	2.6%	98
Vitamin/dietary suppl/6 mo: Centrum	1,667	6.0%	102
Vitamin/dietary suppl/6 mo: Nature Made	1,925	6.9%	117
Visited doctor in last 12 months	22,845	81.9%	105
Visited doctor in last 12 months: 1-3 times	9,432	33.8%	100
Visited doctor in last 12 months: 4-7 times	6,863	24.6%	111
Visited doctor in last 12 months: 8+ times	6,550	23.5%	109
Visited doctor in last 12 mo: allergist	754	2.7%	113
Visited doctor in last 12 mo: cardiologist	1,811	6.5%	92
Visited doctor in last 12 mo: chiropractor	2,278	8.2%	110
Visited doctor in last 12 mo: dentist	12,740	45.7%	121
Visited doctor in last 12 mo: dermatologist	2,507	9.0%	126
Visited doctor in last 12 mo: ear/nose/throat	1,306	4.7%	102
Visited doctor in last 12 mo: eye	6,205	22.2%	108
Visited doctor in last 12 mo: general/family	12,776	45.8%	108
Visited doctor in last 12 mo: internist	2,585	9.3%	127
Visited doctor in last 12 mo: physical therapist	1,344	4.8%	106
Visited doctor in last 12 mo: podiatrist	925	3.3%	98
Visited doctor in last 12 mo: urologist	1,137	4.1%	105
Visited nurse practitioner in last 12 months	1,080	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	10,364	37.2%	108
Wear bi-focals	4,231	15.2%	96
Wear disposable contact lenses	2,271	8.1%	126
Wear soft contact lenses	2,914	10.4%	119
Spent on contact lenses in last 12 mo: <\$100	788	2.8%	101
Spent on contact lenses in last 12 mo: \$100-199	1,213	4.3%	117
Spent on contact lenses in last 12 mo: \$200+	1,162	4.2%	138
Bought prescription eyewear: discount optical ctr	2,278	8.2%	102
Bought prescription eyewear: from eye doctor	7,433	26.7%	104
Bought prescription eyewear: retail optical chain	3,869	13.9%	125
Used prescription drug for allergy/hay fever	2,239	8.0%	114
Used prescription drug for anxiety/panic	1,145	4.1%	100
Used prescription drug for arthritis/rheumatism	539	1.9%	73
Used prescription drug for asthma	1,114	4.0%	98
Used prescription drug for backache/back pain	1,821	6.5%	89
Used prescription drug for depression	1,509	5.4%	92
Used prescr drug for diabetes (insulin dependent)	397	1.4%	72
Used prescr drug for diabetes (non-insulin)	815	2.9%	78
Used prescription drug for eczema/skin itch/rash	599	2.1%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,543	5.5%	84
Used prescription drug for high blood pressure	3,253	11.7%	94
Used prescription drug for high cholesterol	2,593	9.3%	107
Used prescription drug for migraine headache	982	3.5%	95
Used prescription drug for sinus congest./headache	1,342	4.8%	99
Used prescription drug for urinary tract infection	753	2.7%	86
Used last 6 mo: adhesive bandages	15,983	57.3%	103
Used last 6 mo: athlete's foot/foot care product	3,357	12.0%	86
Used last 6 mo: cold/sinus/allergy med (nonprescr)	13,885	49.8%	105
Used last 6 mo: children's cold tablets/liquids	4,500	16.1%	107
Used last 6 mo: contact lens cleaning solution	4,357	15.6%	128
Used last 6 mo: cotton swabs	14,324	51.4%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	12,841	46.0%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	9,172	32.9%	96
Used last 6 mo: children's cough syrup	4,100	14.7%	103
Used last 6 mo: diarrhea remedy	3,823	13.7%	84
Used last 6 mo: eye wash and drops	8,506	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	23,911	85.7%	102
Used last 6 mo: hemorrhoid remedy	2,476	8.9%	99
Used last 6 mo: indigestion/upset stomach remedy	12,292	44.1%	98
Used last 6 mo: lactose intolerance product	907	3.3%	92
Used last 6 mo: laxative/fiber supplement	3,573	12.8%	92
Used last 6 mo: medicated skin ointment	9,181	32.9%	105
Used last 6 mo: medicated throat remedy	2,740	9.8%	86
Used last 6 mo: nasal spray	4,787	17.2%	108
Used last 6 mo: pain reliever/fever reducer (kids)	6,865	24.6%	111
Used last 6 mo: pain relieving rub/liquid/patch	6,382	22.9%	91
Used last 6 mo: sleeping tablets (nonprescription)	1,409	5.1%	93
Used last 12 mo: sunburn remedy	4,492	16.1%	104
Used last 12 mo: suntan/sunscreen product	13,381	48.0%	125
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,973	39.3%	131
Used last 6 mo: toothache/gum/canker sore remedy	4,164	14.9%	89
Used last 6 mo: vitamins for children	5,025	18.0%	122
Used body powder in last 6 months	6,480	23.2%	84
Used body powder <3 times in last 7 days	2,716	9.7%	82
Used body powder 8+ times in last 7 days	437	1.6%	72
Used body wash/shower gel in last 6 months	14,171	50.8%	98
Used breath freshener in last 6 months	12,768	45.8%	98
Used complexion care product in last 6 months	13,956	50.0%	106
Used complexion care product <7 times last week	3,559	12.8%	93
Used complexion care product 11+ times last week	5,370	19.3%	116
Used complexion care prod: dry facial skin type	2,049	7.3%	101
Used complexion care prod: normal facial skin type	4,605	16.5%	109
Used complexion care prod: oily facial skin type	1,548	5.6%	92
Used dental floss in last 6 months	19,891	71.3%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	5,384	19.3%	96
Used denture adhesive/fixative in last 6 months	1,078	3.9%	62
Used denture cleaner in last 6 months	2,035	7.3%	66
Used deodorant/antiperspirant in last 6 months	26,056	93.4%	100
Used deodorant/antiperspirant <8 times last week	19,769	70.9%	103
Used deodorant/antiperspirant 15+ times last week	1,250	4.5%	74
Used disposable razor in last 6 months	14,216	51.0%	97
Used electric shaver in last 6 months	5,278	18.9%	100
Used hair coloring product (at home) last 6 months	5,201	18.6%	93
Used hair conditioner (at home) in last 6 months	17,432	62.5%	101
Used hair conditioning treatment (at home)/6 mo	6,050	21.7%	92
Used hair growth product in last 6 months	618	2.2%	97
Used hair mousse in last 6 months	5,011	18.0%	103
Used hair spray (at home) in last 6 months	10,386	37.2%	103
Used hair styling gel/lotion in last 6 months	8,260	29.6%	110
Used hand & body cream/lotion/oil in last 6 months	20,418	73.2%	101
Used hand & body cream/lotion/oil <5 times last wk	5,746	20.6%	96
Used hand & body cream/lotion/oil 9+ times last wk	7,085	25.4%	102
Used hand & body cream in last 6 months	5,071	18.2%	104
Used hand & body lotion in last 6 months	14,077	50.5%	103
Used hand & body oil in last 6 months	1,281	4.6%	89
Used lip care in last 6 months	17,072	61.2%	102
Used liquid soap/hand sanitizer in last 6 months	22,744	81.5%	106
Used mouthwash in last 6 months	18,162	65.1%	99
Used mouthwash <4 times in last 7 days	6,015	21.6%	100
Used mouthwash 8+ times in last 7 days	4,017	14.4%	91
Used shampoo (at home) in last 6 months	26,046	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,477	16.1%	83
Used shaving cream/gel in last 6 months	15,073	54.0%	103
Used personal care soap (bar) in last 6 months	22,870	82.0%	98
Used personal care soap for antibacterial purpose	5,207	18.7%	97
Used personal care soap for complexion	2,004	7.2%	105
Used personal care soap for deodorant	4,878	17.5%	108
Use personal care soap for moisturizing	5,839	20.9%	97
Bought toothbrush in last 6 months	23,823	85.4%	100
Bought electric toothbrush in last 6 months	2,333	8.4%	125
Used toothpaste in last 6 months	26,991	96.8%	101
Used toothpaste <8 times in last 7 days	8,187	29.4%	91
Used toothpaste 15+ times in last 7 days	4,578	16.4%	101
Used toothpaste with baking soda in last 6 months	2,888	10.4%	90
Used toothpaste (gel) in last 6 months	8,618	30.9%	111
Used toothpaste (paste) in last 6 months	13,756	49.3%	102
Used whitening toothpaste in last 6 months	10,341	37.1%	106
Used tooth whitener (not toothpaste) last 6 months	3,310	11.9%	112
Had professional manicure/pedicure last 6 months	5,891	21.1%	123
Had professional facial/massage last 6 months	3,530	12.7%	135
Spent \$100+ at barber shops in last 6 months	1,998	7.2%	134
Spent \$100+ at beauty parlors in last 6 months	6,184	22.2%	140

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		101,695	109,557	
Population 18+		73,468	79,448	
Households		36,922	39,888	
Median Household Income		\$86,522	\$101,220	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Exercise at home 2+ times per week		25,702	35.0%	117
Exercise at club 2+ times per week		13,131	17.9%	146
Exercise at other facility (not club) 2+ times/wk		7,128	9.7%	120
Own stationary bicycle		5,152	7.0%	124
Own treadmill		10,230	13.9%	142
Own weight lifting equipment		13,256	18.0%	139
Presently controlling diet		33,573	45.7%	111
Diet control for blood sugar level		4,800	6.5%	89
Diet control for cholesterol level		7,622	10.4%	102
Diet control to maintain weight		9,852	13.4%	120
Diet control for physical fitness		9,638	13.1%	131
Diet control for salt restriction		1,899	2.6%	77
Diet control for weight loss		12,810	17.4%	123
Used doctor's care/diet for diet method		1,653	2.3%	75
Used exercise program for diet method		8,260	11.2%	133
Used Weight Watchers as diet method		2,765	3.8%	124
Buy foods specifically labeled as fat-free		14,681	20.0%	114
Buy foods specifically labeled as high fiber		10,724	14.6%	127
Buy foods specifically labeled as high protein		4,867	6.6%	121
Buy foods specifically labeled as lactose-free		1,338	1.8%	99
Buy foods specifically labeled as low-calorie		9,781	13.3%	123
Buy foods specifically labeled as low-carb		6,805	9.3%	120
Buy foods specifically labeled as low-cholesterol		6,348	8.6%	105
Buy foods specifically labeled as low-fat		11,981	16.3%	123
Buy foods specifically labeled as low-sodium		7,266	9.9%	110
Buy foods specifically labeled as natural/organic		8,487	11.6%	137
Buy foods specifically labeled as sugar-free		10,661	14.5%	109
Used butter alternatives in last 6 months		2,509	3.4%	82
Used egg alternatives in last 6 months		10,407	14.2%	100
Used salt alternatives in last 6 months		19,260	26.2%	94
Drank meal/dietary supplement in last 6 months		5,343	7.3%	99
Used nutrition/energy bar in last 6 months		13,479	18.3%	130
Drank sports drink/thirst quencher in last 6 mo		23,817	32.4%	102
Used vitamin/dietary supplement in last 6 months		39,390	53.6%	110
Vitamin/dietary suppl used/6 mo: antioxidant		2,244	3.1%	105
Vitamin/dietary suppl used/6 mo: B complex		4,073	5.5%	114
Vitamin/dietary suppl used/6 mo: B complex+C		1,240	1.7%	87
Vitamin/dietary suppl used/6 mo: B-6		1,394	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		3,696	5.0%	89
Vitamin/dietary suppl used/6 mo: C		7,305	9.9%	118
Vitamin/dietary suppl used/6 mo: calcium		8,697	11.8%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,634	4.9%	100
Vitamin/dietary suppl used/6 mo: E	3,844	5.2%	105
Vitamin/dietary suppl used/6 mo: garlic	1,164	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	3,927	5.3%	116
Vitamin/dietary suppl used/6 mo: multiple formula	11,164	15.2%	130
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,569	4.9%	112
Vitamin/dietary suppl used/6 mo: mult w/minerals	5,174	7.0%	119
Vitamin/dietary suppl used/6 mo: zinc	1,626	2.2%	96
Vitamin/dietary suppl/6 mo: Caltrate 600	1,994	2.7%	102
Vitamin/dietary suppl/6 mo: Centrum	4,562	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	5,023	6.8%	116
Visited doctor in last 12 months	60,351	82.1%	106
Visited doctor in last 12 months: 1-3 times	24,874	33.9%	100
Visited doctor in last 12 months: 4-7 times	18,210	24.8%	111
Visited doctor in last 12 months: 8+ times	17,266	23.5%	109
Visited doctor in last 12 mo: allergist	1,889	2.6%	107
Visited doctor in last 12 mo: cardiologist	4,665	6.4%	90
Visited doctor in last 12 mo: chiropractor	5,996	8.2%	110
Visited doctor in last 12 mo: dentist	33,604	45.7%	121
Visited doctor in last 12 mo: dermatologist	6,769	9.2%	129
Visited doctor in last 12 mo: ear/nose/throat	3,341	4.5%	99
Visited doctor in last 12 mo: eye	16,331	22.2%	107
Visited doctor in last 12 mo: general/family	33,795	46.0%	108
Visited doctor in last 12 mo: internist	6,689	9.1%	124
Visited doctor in last 12 mo: physical therapist	3,495	4.8%	105
Visited doctor in last 12 mo: podiatrist	2,336	3.2%	94
Visited doctor in last 12 mo: urologist	2,931	4.0%	103
Visited nurse practitioner in last 12 months	3,048	4.1%	99
Wear regular/sun/tinted prescription eyeglasses	27,184	37.0%	108
Wear bi-focals	11,359	15.5%	98
Wear disposable contact lenses	5,990	8.2%	126
Wear soft contact lenses	7,870	10.7%	122
Spent on contact lenses in last 12 mo: <\$100	2,193	3.0%	107
Spent on contact lenses in last 12 mo: \$100-199	3,236	4.4%	118
Spent on contact lenses in last 12 mo: \$200+	3,031	4.1%	136
Bought prescription eyewear: discount optical ctr	5,988	8.2%	102
Bought prescription eyewear: from eye doctor	19,591	26.7%	104
Bought prescription eyewear: retail optical chain	10,096	13.7%	124
Used prescription drug for allergy/hay fever	5,988	8.2%	116
Used prescription drug for anxiety/panic	3,032	4.1%	101
Used prescription drug for arthritis/rheumatism	1,362	1.9%	70
Used prescription drug for asthma	2,862	3.9%	95
Used prescription drug for backache/back pain	5,071	6.9%	94
Used prescription drug for depression	4,115	5.6%	95
Used prescr drug for diabetes (insulin dependent)	1,015	1.4%	70
Used prescr drug for diabetes (non-insulin)	2,137	2.9%	78
Used prescription drug for eczema/skin itch/rash	1,599	2.2%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,315	5.9%	89
Used prescription drug for high blood pressure	8,652	11.8%	94
Used prescription drug for high cholesterol	6,736	9.2%	105
Used prescription drug for migraine headache	2,666	3.6%	98
Used prescription drug for sinus congest./headache	3,711	5.1%	104
Used prescription drug for urinary tract infection	2,066	2.8%	90
Used last 6 mo: adhesive bandages	42,451	57.8%	104
Used last 6 mo: athlete's foot/foot care product	8,967	12.2%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	36,843	50.1%	105
Used last 6 mo: children's cold tablets/liquids	11,741	16.0%	106
Used last 6 mo: contact lens cleaning solution	11,437	15.6%	128
Used last 6 mo: cotton swabs	37,883	51.6%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	33,709	45.9%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	24,120	32.8%	96
Used last 6 mo: children's cough syrup	10,642	14.5%	102
Used last 6 mo: diarrhea remedy	10,144	13.8%	84
Used last 6 mo: eye wash and drops	22,341	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	63,267	86.1%	103
Used last 6 mo: hemorrhoid remedy	6,642	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	32,665	44.5%	99
Used last 6 mo: lactose intolerance product	2,517	3.4%	97
Used last 6 mo: laxative/fiber supplement	9,660	13.1%	95
Used last 6 mo: medicated skin ointment	24,550	33.4%	106
Used last 6 mo: medicated throat remedy	7,073	9.6%	84
Used last 6 mo: nasal spray	12,657	17.2%	108
Used last 6 mo: pain reliever/fever reducer (kids)	17,636	24.0%	108
Used last 6 mo: pain relieving rub/liquid/patch	16,895	23.0%	91
Used last 6 mo: sleeping tablets (nonprescription)	3,863	5.3%	97
Used last 12 mo: sunburn remedy	12,004	16.3%	106
Used last 12 mo: suntan/sunscreen product	35,596	48.5%	126
Used last 12 mo: SPF 15+ suntan/sunscreen product	29,409	40.0%	133
Used last 6 mo: toothache/gum/canker sore remedy	10,855	14.8%	88
Used last 6 mo: vitamins for children	12,867	17.5%	119
Used body powder in last 6 months	17,093	23.3%	84
Used body powder <3 times in last 7 days	7,177	9.8%	83
Used body powder 8+ times in last 7 days	1,083	1.5%	67
Used body wash/shower gel in last 6 months	37,280	50.7%	98
Used breath freshener in last 6 months	33,695	45.9%	99
Used complexion care product in last 6 months	36,618	49.8%	105
Used complexion care product <7 times last week	9,320	12.7%	93
Used complexion care product 11+ times last week	14,130	19.2%	115
Used complexion care prod: dry facial skin type	5,146	7.0%	96
Used complexion care prod: normal facial skin type	12,329	16.8%	110
Used complexion care prod: oily facial skin type	4,104	5.6%	92
Used dental floss in last 6 months	52,359	71.3%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	13,853	18.9%	94
Used denture adhesive/fixative in last 6 months	2,684	3.7%	58
Used denture cleaner in last 6 months	5,062	6.9%	62
Used deodorant/antiperspirant in last 6 months	68,829	93.7%	101
Used deodorant/antiperspirant <8 times last week	51,831	70.5%	103
Used deodorant/antiperspirant 15+ times last week	3,348	4.6%	75
Used disposable razor in last 6 months	37,401	50.9%	97
Used electric shaver in last 6 months	14,012	19.1%	101
Used hair coloring product (at home) last 6 months	13,674	18.6%	93
Used hair conditioner (at home) in last 6 months	45,455	61.9%	100
Used hair conditioning treatment (at home)/6 mo	15,554	21.2%	90
Used hair growth product in last 6 months	1,663	2.3%	99
Used hair mousse in last 6 months	13,124	17.9%	103
Used hair spray (at home) in last 6 months	27,418	37.3%	103
Used hair styling gel/lotion in last 6 months	21,782	29.6%	110
Used hand & body cream/lotion/oil in last 6 months	53,373	72.6%	100
Used hand & body cream/lotion/oil <5 times last wk	15,043	20.5%	96
Used hand & body cream/lotion/oil 9+ times last wk	18,544	25.2%	102
Used hand & body cream in last 6 months	13,441	18.3%	104
Used hand & body lotion in last 6 months	36,663	49.9%	102
Used hand & body oil in last 6 months	3,432	4.7%	90
Used lip care in last 6 months	44,947	61.2%	102
Used liquid soap/hand sanitizer in last 6 months	59,844	81.5%	106
Used mouthwash in last 6 months	47,566	64.7%	98
Used mouthwash <4 times in last 7 days	16,041	21.8%	102
Used mouthwash 8+ times in last 7 days	10,358	14.1%	89
Used shampoo (at home) in last 6 months	68,667	93.5%	101
Used shampoo plus conditioner prod (at home)/6 mo	11,622	15.8%	82
Used shaving cream/gel in last 6 months	40,041	54.5%	104
Used personal care soap (bar) in last 6 months	60,109	81.8%	98
Used personal care soap for antibacterial purpose	13,734	18.7%	97
Used personal care soap for complexion	5,167	7.0%	103
Used personal care soap for deodorant	12,890	17.5%	108
Use personal care soap for moisturizing	15,407	21.0%	97
Bought toothbrush in last 6 months	62,808	85.5%	100
Bought electric toothbrush in last 6 months	6,227	8.5%	127
Used toothpaste in last 6 months	71,177	96.9%	101
Used toothpaste <8 times in last 7 days	21,503	29.3%	91
Used toothpaste 15+ times in last 7 days	11,818	16.1%	99
Used toothpaste with baking soda in last 6 months	7,317	10.0%	87
Used toothpaste (gel) in last 6 months	22,979	31.3%	112
Used toothpaste (paste) in last 6 months	36,888	50.2%	104
Used whitening toothpaste in last 6 months	27,992	38.1%	109
Used tooth whitener (not toothpaste) last 6 months	8,564	11.7%	110
Had professional manicure/pedicure last 6 months	15,351	20.9%	122
Had professional facial/massage last 6 months	9,306	12.7%	135
Spent \$100+ at barber shops in last 6 months	5,218	7.1%	132
Spent \$100+ at beauty parlors in last 6 months	16,336	22.2%	140

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		5,148	5,404	
Population 18+		3,585	3,785	
Households		1,974	2,059	
Median Household Income		\$63,761	\$76,595	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		2,804	78.2%	109
Family restaurant/steak house last month: <2 times		956	26.7%	104
Family restaurant/steak house last month: 2-4 times		1,082	30.2%	112
Family restaurant/steak house last month: 5+ times		766	21.4%	110
Family restaurant/steak house last 6 months: breakfast		524	14.6%	111
Family restaurant/steak house last 6 months: lunch		965	26.9%	108
Family restaurant/steak house last 6 months: snack		98	2.7%	98
Family restaurant/steak house last 6 months: dinner		2,157	60.2%	114
Family restaurant/steak house last 6 months: weekday		1,531	42.7%	111
Family restaurant/steak house last 6 months: weekend		1,824	50.9%	114
Family restaurant/steak house last 6 months: Applebee's		1,068	29.8%	118
Family restaurant/steak house last 6 months: Bennigan's		94	2.6%	119
Family restaurant/steak house last 6 months: Bob Evans Farm		194	5.4%	118
Family restaurant/steak house last 6 months: Cheesecake Factory		274	7.6%	116
Family restaurant/steak house last 6 months: Chili's Grill & Bar		504	14.1%	121
Family restaurant/steak house last 6 months: Cracker Barrel		389	10.9%	98
Family restaurant/steak house last 6 months: Denny's		319	8.9%	99
Family restaurant/steak house last 6 months: Friendly's		147	4.1%	103
Family restaurant/steak house last 6 months: Golden Corral		227	6.3%	88
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		463	12.9%	111
Family restaurant/steak house last 6 months: Lone Star Steakhouse		116	3.2%	119
Family restaurant/steak house last 6 months: Old Country Buffet		118	3.3%	116
Family restaurant/steak house last 6 months: Olive Garden		774	21.6%	121
Family restaurant/steak house last 6 months: Outback Steakhouse		467	13.0%	114
Family restaurant/steak house last 6 months: Perkins		142	4.0%	109
Family restaurant/steak house last 6 months: Red Lobster		504	14.1%	105
Family restaurant/steak house last 6 months: Red Robin		302	8.4%	149
Family restaurant/steak house last 6 months: Ruby Tuesday		334	9.3%	112
Family restaurant/steak house last 6 months: Ryan's		86	2.4%	64
Family restaurant/steak house last 6 months: Sizzler		97	2.7%	90
Family restaurant/steak house last 6 months: T.G.I. Friday's		429	12.0%	116
Went to fast food/drive-in restaurant in last 6 months		3,269	91.2%	103
Went to fast food/drive-in restaurant <6 times/month		1,221	34.1%	97
Went to fast food/drive-in restaurant 6-13 times/month		1,107	30.9%	107
Went to fast food/drive-in restaurant 14+ times/month		941	26.2%	105
Fast food/drive-in last 6 months: breakfast		1,067	29.8%	108
Fast food/drive-in last 6 months: lunch		2,261	63.1%	107
Fast food/drive-in last 6 months: snack		638	17.8%	102
Fast food/drive-in last 6 months: dinner		1,887	52.6%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	2,498	69.7%	105
Fast food/drive-in last 6 months: weekend	1,862	51.9%	108
Fast food/drive-in last 6 months: A & W	181	5.0%	111
Fast food/drive-in last 6 months: Arby's	861	24.0%	116
Fast food/drive-in last 6 months: Boston Market	209	5.8%	122
Fast food/drive-in last 6 months: Burger King	1,350	37.7%	104
Fast food/drive-in last 6 months: Captain D's	118	3.3%	64
Fast food/drive-in last 6 months: Carl's Jr.	238	6.6%	107
Fast food/drive-in last 6 months: Checkers	94	2.6%	82
Fast food/drive-in last 6 months: Chick-fil-A	581	16.2%	126
Fast food/drive-in last 6 months: Chipotle Mex. Grill	321	9.0%	147
Fast food/drive-in last 6 months: Chuck E. Cheese	185	5.2%	115
Fast food/drive-in last 6 months: Church's Fr. Chicken	133	3.7%	86
Fast food/drive-in last 6 months: Dairy Queen	646	18.0%	113
Fast food/drive-in last 6 months: Del Taco	127	3.5%	106
Fast food/drive-in last 6 months: Domino's Pizza	482	13.4%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	435	12.1%	105
Fast food/drive-in last 6 months: Fuddruckers	131	3.7%	131
Fast food/drive-in last 6 months: Hardee's	166	4.6%	68
Fast food/drive-in last 6 months: Jack in the Box	403	11.2%	108
Fast food/drive-in last 6 months: KFC	984	27.4%	99
Fast food/drive-in last 6 months: Little Caesars	283	7.9%	108
Fast food/drive-in last 6 months: Long John Silver's	199	5.6%	88
Fast food/drive-in last 6 months: McDonald's	2,159	60.2%	108
Fast food/drive-in last 6 months: Panera Bread	468	13.1%	134
Fast food/drive-in last 6 months: Papa John's	364	10.2%	117
Fast food/drive-in last 6 months: Pizza Hut	825	23.0%	104
Fast food/drive-in last 6 months: Popeyes	274	7.6%	105
Fast food/drive-in last 6 months: Quiznos	403	11.2%	125
Fast food/drive-in last 6 months: Sonic Drive-In	391	10.9%	93
Fast food/drive-in last 6 months: Starbucks	695	19.4%	131
Fast food/drive-in last 6 months: Steak n Shake	211	5.9%	117
Fast food/drive-in last 6 months: Subway	1,222	34.1%	107
Fast food/drive-in last 6 months: Taco Bell	1,349	37.6%	117
Fast food/drive-in last 6 months: Wendy's	1,188	33.1%	106
Fast food/drive-in last 6 months: Whataburger	186	5.2%	107
Fast food/drive-in last 6 months: White Castle	167	4.7%	115
Fast food/drive-in last 6 months: eat in	1,339	37.4%	99
Fast food/drive-in last 6 months: home delivery	419	11.7%	112
Fast food/drive-in last 6 months: take-out/drive-thru	2,109	58.8%	112
Fast food/drive-in last 6 months: take-out/walk-in	920	25.7%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		39,237	41,632	
Population 18+		27,890	29,790	
Households		14,026	14,893	
Median Household Income		\$82,569	\$95,315	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		22,612	81.1%	113
Family restaurant/steak house last month: <2 times		7,562	27.1%	106
Family restaurant/steak house last month: 2-4 times		8,640	31.0%	115
Family restaurant/steak house last month: 5+ times		6,411	23.0%	118
Family restaurant/steak house last 6 months: breakfast		4,123	14.8%	112
Family restaurant/steak house last 6 months: lunch		8,203	29.4%	118
Family restaurant/steak house last 6 months: snack		748	2.7%	96
Family restaurant/steak house last 6 months: dinner		17,689	63.4%	120
Family restaurant/steak house last 6 months: weekday		12,926	46.3%	120
Family restaurant/steak house last 6 months: weekend		14,612	52.4%	118
Family restaurant/steak house last 6 months: Applebee's		8,386	30.1%	119
Family restaurant/steak house last 6 months: Bennigan's		756	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm		1,444	5.2%	113
Family restaurant/steak house last 6 months: Cheesecake Factory		2,722	9.8%	148
Family restaurant/steak house last 6 months: Chili's Grill & Bar		4,742	17.0%	147
Family restaurant/steak house last 6 months: Cracker Barrel		3,329	11.9%	108
Family restaurant/steak house last 6 months: Denny's		2,525	9.1%	100
Family restaurant/steak house last 6 months: Friendly's		1,068	3.8%	96
Family restaurant/steak house last 6 months: Golden Corral		1,584	5.7%	79
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		3,960	14.2%	122
Family restaurant/steak house last 6 months: Lone Star Steakhouse		948	3.4%	125
Family restaurant/steak house last 6 months: Old Country Buffet		731	2.6%	92
Family restaurant/steak house last 6 months: Olive Garden		6,489	23.3%	131
Family restaurant/steak house last 6 months: Outback Steakhouse		4,178	15.0%	131
Family restaurant/steak house last 6 months: Perkins		979	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster		4,236	15.2%	113
Family restaurant/steak house last 6 months: Red Robin		2,623	9.4%	167
Family restaurant/steak house last 6 months: Ruby Tuesday		2,920	10.5%	125
Family restaurant/steak house last 6 months: Ryan's		589	2.1%	56
Family restaurant/steak house last 6 months: Sizzler		612	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's		3,954	14.2%	138
Went to fast food/drive-in restaurant in last 6 months		25,609	91.8%	103
Went to fast food/drive-in restaurant <6 times/month		9,467	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/month		8,830	31.7%	109
Went to fast food/drive-in restaurant 14+ times/month		7,312	26.2%	105
Fast food/drive-in last 6 months: breakfast		8,432	30.2%	110
Fast food/drive-in last 6 months: lunch		18,238	65.4%	111
Fast food/drive-in last 6 months: snack		5,263	18.9%	108
Fast food/drive-in last 6 months: dinner		14,645	52.5%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	20,320	72.9%	110
Fast food/drive-in last 6 months: weekend	14,408	51.7%	107
Fast food/drive-in last 6 months: A & W	1,345	4.8%	106
Fast food/drive-in last 6 months: Arby's	6,331	22.7%	110
Fast food/drive-in last 6 months: Boston Market	1,903	6.8%	143
Fast food/drive-in last 6 months: Burger King	9,898	35.5%	98
Fast food/drive-in last 6 months: Captain D's	924	3.3%	64
Fast food/drive-in last 6 months: Carl's Jr.	1,798	6.4%	103
Fast food/drive-in last 6 months: Checkers	719	2.6%	81
Fast food/drive-in last 6 months: Chick-fil-A	5,111	18.3%	142
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,934	10.5%	173
Fast food/drive-in last 6 months: Chuck E. Cheese	1,373	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	881	3.2%	74
Fast food/drive-in last 6 months: Dairy Queen	4,711	16.9%	106
Fast food/drive-in last 6 months: Del Taco	1,051	3.8%	113
Fast food/drive-in last 6 months: Domino's Pizza	3,681	13.2%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	3,614	13.0%	112
Fast food/drive-in last 6 months: Fuddruckers	1,238	4.4%	159
Fast food/drive-in last 6 months: Hardee's	1,313	4.7%	69
Fast food/drive-in last 6 months: Jack in the Box	3,003	10.8%	104
Fast food/drive-in last 6 months: KFC	7,370	26.4%	96
Fast food/drive-in last 6 months: Little Caesars	1,940	7.0%	95
Fast food/drive-in last 6 months: Long John Silver's	1,437	5.2%	82
Fast food/drive-in last 6 months: McDonald's	16,376	58.7%	105
Fast food/drive-in last 6 months: Panera Bread	4,335	15.5%	159
Fast food/drive-in last 6 months: Papa John's	2,947	10.6%	121
Fast food/drive-in last 6 months: Pizza Hut	6,192	22.2%	101
Fast food/drive-in last 6 months: Popeyes	2,051	7.4%	101
Fast food/drive-in last 6 months: Quiznos	3,470	12.4%	138
Fast food/drive-in last 6 months: Sonic Drive-In	3,340	12.0%	102
Fast food/drive-in last 6 months: Starbucks	6,216	22.3%	150
Fast food/drive-in last 6 months: Steak n Shake	1,760	6.3%	125
Fast food/drive-in last 6 months: Subway	9,830	35.2%	111
Fast food/drive-in last 6 months: Taco Bell	9,843	35.3%	110
Fast food/drive-in last 6 months: Wendy's	9,405	33.7%	108
Fast food/drive-in last 6 months: Whataburger	1,502	5.4%	112
Fast food/drive-in last 6 months: White Castle	1,074	3.9%	95
Fast food/drive-in last 6 months: eat in	11,303	40.5%	108
Fast food/drive-in last 6 months: home delivery	3,241	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	16,181	58.0%	111
Fast food/drive-in last 6 months: take-out/walk-in	7,422	26.6%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		101,695	109,557	
Population 18+		73,468	79,448	
Households		36,922	39,888	
Median Household Income		\$86,522	\$101,220	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		59,780	81.4%	113
Family restaurant/steak house last month: <2 times		19,877	27.1%	105
Family restaurant/steak house last month: 2-4 times		22,859	31.1%	115
Family restaurant/steak house last month: 5+ times		17,047	23.2%	119
Family restaurant/steak house last 6 months: breakfast		10,993	15.0%	114
Family restaurant/steak house last 6 months: lunch		21,621	29.4%	119
Family restaurant/steak house last 6 months: snack		2,004	2.7%	98
Family restaurant/steak house last 6 months: dinner		47,050	64.0%	121
Family restaurant/steak house last 6 months: weekday		34,697	47.2%	123
Family restaurant/steak house last 6 months: weekend		38,805	52.8%	119
Family restaurant/steak house last 6 months: Applebee's		22,085	30.1%	119
Family restaurant/steak house last 6 months: Bennigan's		2,058	2.8%	127
Family restaurant/steak house last 6 months: Bob Evans Farm		3,680	5.0%	109
Family restaurant/steak house last 6 months: Cheesecake Factory		7,139	9.7%	148
Family restaurant/steak house last 6 months: Chili's Grill & Bar		12,351	16.8%	145
Family restaurant/steak house last 6 months: Cracker Barrel		9,208	12.5%	113
Family restaurant/steak house last 6 months: Denny's		6,728	9.2%	101
Family restaurant/steak house last 6 months: Friendly's		2,965	4.0%	101
Family restaurant/steak house last 6 months: Golden Corral		4,259	5.8%	80
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		10,535	14.3%	123
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2,410	3.3%	120
Family restaurant/steak house last 6 months: Old Country Buffet		1,810	2.5%	87
Family restaurant/steak house last 6 months: Olive Garden		17,349	23.6%	133
Family restaurant/steak house last 6 months: Outback Steakhouse		11,290	15.4%	134
Family restaurant/steak house last 6 months: Perkins		2,495	3.4%	93
Family restaurant/steak house last 6 months: Red Lobster		11,389	15.5%	115
Family restaurant/steak house last 6 months: Red Robin		7,009	9.5%	169
Family restaurant/steak house last 6 months: Ruby Tuesday		8,000	10.9%	130
Family restaurant/steak house last 6 months: Ryan's		1,602	2.2%	58
Family restaurant/steak house last 6 months: Sizzler		1,475	2.0%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's		10,540	14.3%	139
Went to fast food/drive-in restaurant in last 6 months		67,473	91.8%	103
Went to fast food/drive-in restaurant <6 times/month		24,755	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/month		23,320	31.7%	110
Went to fast food/drive-in restaurant 14+ times/month		19,397	26.4%	106
Fast food/drive-in last 6 months: breakfast		22,457	30.6%	111
Fast food/drive-in last 6 months: lunch		48,456	66.0%	112
Fast food/drive-in last 6 months: snack		14,143	19.3%	111
Fast food/drive-in last 6 months: dinner		38,885	52.9%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	54,077	73.6%	111
Fast food/drive-in last 6 months: weekend	38,038	51.8%	107
Fast food/drive-in last 6 months: A & W	3,560	4.8%	107
Fast food/drive-in last 6 months: Arby's	17,122	23.3%	113
Fast food/drive-in last 6 months: Boston Market	5,033	6.9%	144
Fast food/drive-in last 6 months: Burger King	26,724	36.4%	100
Fast food/drive-in last 6 months: Captain D's	2,635	3.6%	70
Fast food/drive-in last 6 months: Carl's Jr.	4,460	6.1%	97
Fast food/drive-in last 6 months: Checkers	1,953	2.7%	83
Fast food/drive-in last 6 months: Chick-fil-A	13,923	19.0%	147
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,683	10.5%	172
Fast food/drive-in last 6 months: Chuck E. Cheese	3,576	4.9%	109
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,120	2.9%	67
Fast food/drive-in last 6 months: Dairy Queen	12,724	17.3%	108
Fast food/drive-in last 6 months: Del Taco	2,710	3.7%	110
Fast food/drive-in last 6 months: Domino's Pizza	9,591	13.1%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	9,966	13.6%	118
Fast food/drive-in last 6 months: Fuddruckers	3,232	4.4%	158
Fast food/drive-in last 6 months: Hardee's	3,789	5.2%	76
Fast food/drive-in last 6 months: Jack in the Box	7,709	10.5%	101
Fast food/drive-in last 6 months: KFC	19,695	26.8%	97
Fast food/drive-in last 6 months: Little Caesars	4,967	6.8%	92
Fast food/drive-in last 6 months: Long John Silver's	3,749	5.1%	81
Fast food/drive-in last 6 months: McDonald's	42,971	58.5%	105
Fast food/drive-in last 6 months: Panera Bread	11,769	16.0%	164
Fast food/drive-in last 6 months: Papa John's	7,856	10.7%	123
Fast food/drive-in last 6 months: Pizza Hut	16,278	22.2%	100
Fast food/drive-in last 6 months: Popeyes	5,178	7.0%	96
Fast food/drive-in last 6 months: Quiznos	9,318	12.7%	141
Fast food/drive-in last 6 months: Sonic Drive-In	9,019	12.3%	104
Fast food/drive-in last 6 months: Starbucks	16,317	22.2%	150
Fast food/drive-in last 6 months: Steak n Shake	4,683	6.4%	127
Fast food/drive-in last 6 months: Subway	26,093	35.5%	112
Fast food/drive-in last 6 months: Taco Bell	25,803	35.1%	109
Fast food/drive-in last 6 months: Wendy's	25,188	34.3%	110
Fast food/drive-in last 6 months: Whataburger	3,731	5.1%	105
Fast food/drive-in last 6 months: White Castle	2,663	3.6%	90
Fast food/drive-in last 6 months: eat in	30,128	41.0%	109
Fast food/drive-in last 6 months: home delivery	8,457	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	42,842	58.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	19,730	26.9%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Population 18+		3,585	3,785
Households		1,974	2,059
Median Household Income		\$63,761	\$76,595
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	402	11.2%	114
Participated in archery	106	3.0%	111
Participated in backpacking/hiking	388	10.8%	115
Participated in baseball	181	5.0%	97
Participated in basketball	343	9.6%	102
Participated in bicycling (mountain)	154	4.3%	117
Participated in bicycling (road)	424	11.8%	122
Participated in boating (power)	232	6.5%	105
Participated in bowling	487	13.6%	116
Participated in canoeing/kayaking	186	5.2%	108
Participated in downhill skiing	113	3.2%	108
Participated in fishing (fresh water)	470	13.1%	100
Participated in fishing (salt water)	174	4.9%	106
Participated in football	220	6.1%	98
Participated in Frisbee	204	5.7%	104
Participated in golf	453	12.6%	122
Play golf < once a month	182	5.1%	128
Play golf 1+ times a month	220	6.1%	114
Participated in horseback riding	112	3.1%	103
Participated in hunting with rifle	155	4.3%	89
Participated in hunting with shotgun	134	3.7%	88
Participated in ice skating	114	3.2%	110
Participated in jogging/running	424	11.8%	112
Participated in martial arts	43	1.2%	85
Participated in motorcycling	156	4.4%	118
Participated in Pilates	129	3.6%	110
Participated in roller skating	66	1.8%	88
Participated in snowboarding	81	2.3%	118
Participated in soccer	162	4.5%	105
Participated in softball	139	3.9%	99
Participated in swimming	790	22.0%	113
Participated in target shooting	145	4.0%	105
Participated in tennis	180	5.0%	118
Participated in volleyball	128	3.6%	102
Participated in walking for exercise	1,168	32.6%	109
Participated in weight lifting	506	14.1%	120
Participated in yoga	231	6.4%	112
Spent on high end sports/recreation equipment/12 mo: <\$250	168	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	170	4.7%	122
Attend sports event: auto racing (NASCAR)	303	8.5%	115
Attend sports event: auto racing (not NASCAR)	238	6.6%	105
Attend sports event: baseball game	635	17.7%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	321	9.0%	113
Attend sports event: basketball game (pro)	360	10.0%	118
Attend sports event: football game (college)	436	12.2%	118
Attend sports event: football-Monday night game (pro)	263	7.3%	120
Attend sports event: football-weekend game (pro)	392	10.9%	121
Attend sports event: golf tournament	228	6.4%	115
Attend sports event: ice hockey game	290	8.1%	122
Attend sports event: soccer game	246	6.9%	111
Attend sports event: tennis match	190	5.3%	107
Attended adult education course in last 12 months	265	7.4%	112
Attended auto show in last 12 months	330	9.2%	111
Went to bar/night club in last 12 months	746	20.8%	109
Went to beach in last 12 months	953	26.6%	108
Attended dance performance in last 12 months	165	4.6%	104
Danced/went dancing in last 12 months	331	9.2%	97
Dined out in last 12 months	1,949	54.4%	110
Dine out < once a month	185	5.2%	110
Dine out once a month	231	6.4%	104
Dine out 2-3 times a month	459	12.8%	111
Dine out once a week	481	13.4%	116
Dine out 2+ times per week	373	10.4%	105
Gambled at casino in last 12 months	641	17.9%	111
Gambled at casino 6+ times in last 12 months	93	2.6%	95
Gambled in Atlantic City in last 12 months	78	2.2%	86
Gambled in Las Vegas in last 12 months	191	5.3%	112
Attended horse races in last 12 months	112	3.1%	105
Attended movies in last 6 months	2,276	63.5%	108
Attended movies in last 90 days: < once a month	1,285	35.8%	111
Attended movies in last 90 days: once a month	408	11.4%	111
Attended movies in last 90 days: 2-3 times a month	251	7.0%	104
Attended movies in last 90 days: once/week or more	92	2.6%	100
Prefer to see movie after second week of release	965	26.9%	114
Went to museum in last 12 months	498	13.9%	109
Attended music performance in last 12 months	948	26.4%	111
Attended country music performance in last 12 mo	191	5.3%	105
Attended rock music performance in last 12 months	453	12.6%	116
Attended classical music/opera performance/12 mo	150	4.2%	91
Went to live theater in last 12 months	569	15.9%	121
Visited a theme park in last 12 months	910	25.4%	118
Visited Disney World (FL)/12 mo: Magic Kingdom	135	3.8%	111
Visited any Sea World in last 12 months	149	4.2%	123
Visited any Six Flags in last 12 months	216	6.0%	104
Went to zoo in last 12 months	599	16.7%	131
Played backgammon in last 12 months	81	2.3%	113
Participated in book club in last 12 months	129	3.6%	114
Played billiards/pool in last 12 months	397	11.1%	115
Played bingo in last 12 months	161	4.5%	106
Did birdwatching in last 12 months	208	5.8%	93
Played board game in last 12 months	699	19.5%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	822	22.9%	109
Played chess in last 12 months	147	4.1%	112
Cooked for fun in last 12 months	825	23.0%	111
Did crossword puzzle in last 12 months	527	14.7%	101
Participated in fantasy sports league last 12 mo	120	3.3%	103
Flew a kite in last 12 months	110	3.1%	108
Did furniture refinishing in last 12 months	114	3.2%	99
Did indoor gardening/plant care in last 12 months	378	10.5%	105
Participated in karaoke in last 12 months	162	4.5%	102
Bought lottery ticket in last 12 months	1,255	35.0%	101
Bought lottery ticket in last 12 mo: Daily Drawing	166	4.6%	95
Bought lottery ticket in last 12 mo: Instant Game	561	15.6%	99
Bought lottery ticket in last 12 mo: Lotto Drawing	805	22.5%	105
Played lottery: <3 times in last 30 days	589	16.4%	104
Played lottery: 3-7 times in last 30 days	309	8.6%	89
Played lottery: 8+ times in last 30 days	357	10.0%	107
Played musical instrument in last 12 months	311	8.7%	109
Did painting/drawing in last 12 months	236	6.6%	101
Did photography in last 12 months	480	13.4%	106
Read book in last 12 months	1,610	44.9%	110
Participated in trivia games in last 12 months	233	6.5%	108
Played video game in last 12 months	526	14.7%	110
Did woodworking in last 12 months	161	4.5%	96
Participated in word games in last 12 months	344	9.6%	101
Member of AARP	546	15.2%	99
Member of business club	101	2.8%	113
Member of charitable organization	236	6.6%	104
Member of church board	151	4.2%	98
Member of fraternal order	130	3.6%	103
Member of religious club	240	6.7%	105
Member of union	204	5.7%	108
Member of veterans club	115	3.2%	94
Bought any children`s toy/game in last 12 months	1,409	39.3%	114
Spent on toys/games in last 12 months: <\$50	228	6.4%	104
Spent on toys/games in last 12 months: \$50-99	98	2.7%	99
Spent on toys/games in last 12 months: \$100-199	278	7.8%	108
Spent on toys/games in last 12 months: \$200-499	438	12.2%	113
Spent on toys/games in last 12 months: \$500+	268	7.5%	130
Bought infant toy in last 12 months	319	8.9%	106
Bought pre-school toy in last 12 months	323	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	447	12.5%	112
Spent on toys/games (for child <6)/12 mo: \$100-199	242	6.8%	100
Spent on toys/games (for child <6)/12 mo: \$200+	354	9.9%	128
Bought for child in last 12 mo: boy action figure	347	9.7%	120
Bought for child in last 12 mo: girl action figure	121	3.4%	109
Bought for child in last 12 mo: bicycle	275	7.7%	112
Bought for child in last 12 mo: board game	527	14.7%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	138	3.8%	114
Bought for child in last 12 mo: car	348	9.7%	105
Bought for child in last 12 mo: construction toy	209	5.8%	118
Bought for child in last 12 mo: large/baby doll	264	7.4%	113
Bought for child in last 12 mo: fashion doll	212	5.9%	116
Bought for child in last 12 mo: plush doll/animal	351	9.8%	116
Bought for child in last 12 mo: doll accessories	184	5.1%	128
Bought for child in last 12 mo: doll clothing	170	4.7%	115
Bought for child in last 12 mo: educational toy	572	16.0%	117
Bought for child in last 12 mo: electronic game	386	10.8%	115
Bought for child in last 12 mo: mechanical toy	162	4.5%	113
Bought for child in last 12 mo: model kit/set	105	2.9%	114
Bought for child in last 12 mo: sound game	94	2.6%	94
Bought for child in last 12 mo: water toy	410	11.4%	119
Bought for child in last 12 mo: word game	151	4.2%	109
Bought book in last 12 months	1,986	55.4%	110
Bought 1-3 books in last 12 months	725	20.2%	103
Bought 4-9 books in last 12 months	637	17.8%	114
Bought 10+ books in last 12 months	624	17.4%	115
Bought paperback book in last 12 months	1,502	41.9%	111
Bought <3 paperback books in last 12 months	485	13.5%	104
Bought 3-6 paperback books in last 12 months	537	15.0%	114
Bought 7+ paperback books in last 12 months	480	13.4%	114
Bought hardcover book in last 12 months	1,146	32.0%	114
Bought <3 hardcover books in last 12 months	494	13.8%	112
Bought 3-5 hardcover books in last 12 months	325	9.1%	113
Bought 6+ hardcover books in last 12 months	327	9.1%	116
Bought book (fiction) in last 12 months	1,160	32.4%	115
Bought book (non-fiction) in last 12 months	999	27.9%	110
Bought biography in last 12 months	265	7.4%	102
Bought children`s book in last 12 months	555	15.5%	122
Bought cookbook in last 12 months	410	11.4%	104
Bought desk dictionary in last 12 months	57	1.6%	78
Bought history book in last 12 months	277	7.7%	102
Bought mystery book in last 12 months	462	12.9%	115
Bought personal/business self-help book last 12 mo	301	8.4%	117
Bought religious book (not bible) last 12 months	282	7.9%	104
Bought romance book in last 12 months	242	6.8%	103
Bought science fiction book in last 12 months	195	5.4%	120
Bought book through book club in last 12 months	171	4.8%	110
Bought book at book store in last 12 months	1,373	38.3%	114
Bought book at Barnes & Noble in last 12 months	804	22.4%	114
Bought book at Borders in last 12 months	501	14.0%	126
Bought book at convenience store in last 12 months	72	2.0%	90
Bought book at department store in last 12 months	279	7.8%	102
Bought book at drug store in last 12 months	70	2.0%	86
Bought book through Internet in last 12 mo	392	10.9%	107
Bought book through mail order in last 12 months	101	2.8%	83
Bought book at supermarket in last 12 months	210	5.9%	112
Bought book at warehouse store in last 12 months	242	6.8%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Population 18+		27,890	29,790
Households		14,026	14,893
Median Household Income		\$82,569	\$95,315
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,663	13.1%	133
Participated in archery	734	2.6%	99
Participated in backpacking/hiking	3,326	11.9%	126
Participated in baseball	1,620	5.8%	112
Participated in basketball	2,967	10.6%	114
Participated in bicycling (mountain)	1,336	4.8%	130
Participated in bicycling (road)	3,541	12.7%	131
Participated in boating (power)	2,067	7.4%	120
Participated in bowling	3,996	14.3%	123
Participated in canoeing/kayaking	1,531	5.5%	115
Participated in downhill skiing	1,100	3.9%	135
Participated in fishing (fresh water)	3,621	13.0%	99
Participated in fishing (salt water)	1,370	4.9%	108
Participated in football	1,839	6.6%	106
Participated in Frisbee	1,778	6.4%	117
Participated in golf	4,272	15.3%	148
Play golf < once a month	1,661	6.0%	150
Play golf 1+ times a month	2,198	7.9%	146
Participated in horseback riding	962	3.4%	114
Participated in hunting with rifle	1,210	4.3%	89
Participated in hunting with shotgun	1,029	3.7%	87
Participated in ice skating	1,001	3.6%	125
Participated in jogging/running	4,066	14.6%	138
Participated in martial arts	328	1.2%	84
Participated in motorcycling	1,157	4.1%	113
Participated in Pilates	1,190	4.3%	130
Participated in roller skating	454	1.6%	78
Participated in snowboarding	581	2.1%	108
Participated in soccer	1,442	5.2%	120
Participated in softball	1,246	4.5%	114
Participated in swimming	6,716	24.1%	124
Participated in target shooting	1,132	4.1%	105
Participated in tennis	1,702	6.1%	143
Participated in volleyball	1,097	3.9%	112
Participated in walking for exercise	9,952	35.7%	120
Participated in weight lifting	4,573	16.4%	139
Participated in yoga	2,040	7.3%	127
Spent on high end sports/recreation equipment/12 mo: <\$250	1,376	4.9%	112
Spent on high end sports/recreation equipment/12 mo: \$250+	1,447	5.2%	133
Attend sports event: auto racing (NASCAR)	2,284	8.2%	112
Attend sports event: auto racing (not NASCAR)	1,899	6.8%	107
Attend sports event: baseball game	5,342	19.2%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,649	9.5%	119
Attend sports event: basketball game (pro)	3,013	10.8%	126
Attend sports event: football game (college)	3,691	13.2%	128
Attend sports event: football-Monday night game (pro)	1,921	6.9%	112
Attend sports event: football-weekend game (pro)	3,222	11.6%	127
Attend sports event: golf tournament	1,927	6.9%	125
Attend sports event: ice hockey game	2,341	8.4%	127
Attend sports event: soccer game	1,971	7.1%	114
Attend sports event: tennis match	1,527	5.5%	111
Attended adult education course in last 12 months	2,136	7.7%	116
Attended auto show in last 12 months	2,582	9.3%	112
Went to bar/night club in last 12 months	6,039	21.7%	114
Went to beach in last 12 months	8,734	31.3%	128
Attended dance performance in last 12 months	1,442	5.2%	116
Danced/went dancing in last 12 months	2,799	10.0%	106
Dined out in last 12 months	16,162	57.9%	118
Dine out < once a month	1,376	4.9%	105
Dine out once a month	1,862	6.7%	108
Dine out 2-3 times a month	3,857	13.8%	120
Dine out once a week	4,179	15.0%	130
Dine out 2+ times per week	3,226	11.6%	117
Gambled at casino in last 12 months	5,101	18.3%	114
Gambled at casino 6+ times in last 12 months	737	2.6%	97
Gambled in Atlantic City in last 12 months	626	2.2%	89
Gambled in Las Vegas in last 12 months	1,731	6.2%	130
Attended horse races in last 12 months	964	3.5%	117
Attended movies in last 6 months	18,496	66.3%	113
Attended movies in last 90 days: < once a month	10,374	37.2%	115
Attended movies in last 90 days: once a month	3,545	12.7%	124
Attended movies in last 90 days: 2-3 times a month	2,113	7.6%	112
Attended movies in last 90 days: once/week or more	689	2.5%	97
Prefer to see movie after second week of release	7,963	28.6%	121
Went to museum in last 12 months	4,645	16.7%	130
Attended music performance in last 12 months	8,243	29.6%	124
Attended country music performance in last 12 mo	1,600	5.7%	113
Attended rock music performance in last 12 months	3,885	13.9%	127
Attended classical music/opera performance/12 mo	1,514	5.4%	118
Went to live theater in last 12 months	4,908	17.6%	134
Visited a theme park in last 12 months	7,476	26.8%	125
Visited Disney World (FL)/12 mo: Magic Kingdom	1,309	4.7%	139
Visited any Sea World in last 12 months	1,380	4.9%	146
Visited any Six Flags in last 12 months	1,866	6.7%	115
Went to zoo in last 12 months	4,924	17.7%	138
Played backgammon in last 12 months	630	2.3%	113
Participated in book club in last 12 months	1,044	3.7%	118
Played billiards/pool in last 12 months	3,045	10.9%	113
Played bingo in last 12 months	1,103	4.0%	93
Did birdwatching in last 12 months	1,820	6.5%	105
Played board game in last 12 months	5,872	21.1%	129

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	6,591	23.6%	113
Played chess in last 12 months	1,173	4.2%	115
Cooked for fun in last 12 months	6,643	23.8%	115
Did crossword puzzle in last 12 months	4,358	15.6%	107
Participated in fantasy sports league last 12 mo	1,149	4.1%	127
Flew a kite in last 12 months	940	3.4%	119
Did furniture refinishing in last 12 months	908	3.3%	101
Did indoor gardening/plant care in last 12 months	3,006	10.8%	107
Participated in karaoke in last 12 months	1,281	4.6%	104
Bought lottery ticket in last 12 months	9,489	34.0%	98
Bought lottery ticket in last 12 mo: Daily Drawing	1,044	3.7%	77
Bought lottery ticket in last 12 mo: Instant Game	3,803	13.6%	86
Bought lottery ticket in last 12 mo: Lotto Drawing	6,556	23.5%	110
Played lottery: <3 times in last 30 days	4,637	16.6%	106
Played lottery: 3-7 times in last 30 days	2,513	9.0%	94
Played lottery: 8+ times in last 30 days	2,340	8.4%	90
Played musical instrument in last 12 months	2,554	9.2%	115
Did painting/drawing in last 12 months	1,828	6.6%	100
Did photography in last 12 months	4,204	15.1%	119
Read book in last 12 months	13,443	48.2%	118
Participated in trivia games in last 12 months	1,942	7.0%	115
Played video game in last 12 months	4,017	14.4%	108
Did woodworking in last 12 months	1,316	4.7%	100
Participated in word games in last 12 months	2,832	10.2%	107
Member of AARP	4,627	16.6%	108
Member of business club	1,009	3.6%	145
Member of charitable organization	2,151	7.7%	122
Member of church board	1,231	4.4%	103
Member of fraternal order	1,059	3.8%	108
Member of religious club	2,068	7.4%	116
Member of union	1,582	5.7%	108
Member of veterans club	832	3.0%	88
Bought any children`s toy/game in last 12 months	10,933	39.2%	113
Spent on toys/games in last 12 months: <\$50	1,812	6.5%	107
Spent on toys/games in last 12 months: \$50-99	700	2.5%	91
Spent on toys/games in last 12 months: \$100-199	2,113	7.6%	105
Spent on toys/games in last 12 months: \$200-499	3,418	12.3%	113
Spent on toys/games in last 12 months: \$500+	2,177	7.8%	136
Bought infant toy in last 12 months	2,454	8.8%	105
Bought pre-school toy in last 12 months	2,697	9.7%	120
Spent on toys/games (for child <6)/12 mo: <\$100	3,327	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	1,989	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	2,600	9.3%	121
Bought for child in last 12 mo: boy action figure	2,488	8.9%	110
Bought for child in last 12 mo: girl action figure	828	3.0%	96
Bought for child in last 12 mo: bicycle	2,124	7.6%	111
Bought for child in last 12 mo: board game	4,155	14.9%	126

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,083	3.9%	115
Bought for child in last 12 mo: car	2,591	9.3%	101
Bought for child in last 12 mo: construction toy	1,578	5.7%	115
Bought for child in last 12 mo: large/baby doll	1,798	6.4%	99
Bought for child in last 12 mo: fashion doll	1,433	5.1%	101
Bought for child in last 12 mo: plush doll/animal	2,828	10.1%	120
Bought for child in last 12 mo: doll accessories	1,237	4.4%	110
Bought for child in last 12 mo: doll clothing	1,180	4.2%	103
Bought for child in last 12 mo: educational toy	4,528	16.2%	119
Bought for child in last 12 mo: electronic game	3,217	11.5%	124
Bought for child in last 12 mo: mechanical toy	1,247	4.5%	112
Bought for child in last 12 mo: model kit/set	825	3.0%	115
Bought for child in last 12 mo: sound game	679	2.4%	87
Bought for child in last 12 mo: water toy	3,324	11.9%	124
Bought for child in last 12 mo: word game	1,141	4.1%	106
Bought book in last 12 months	16,398	58.8%	117
Bought 1-3 books in last 12 months	5,975	21.4%	109
Bought 4-9 books in last 12 months	5,059	18.1%	117
Bought 10+ books in last 12 months	5,364	19.2%	127
Bought paperback book in last 12 months	12,798	45.9%	121
Bought <3 paperback books in last 12 months	4,098	14.7%	113
Bought 3-6 paperback books in last 12 months	4,586	16.4%	125
Bought 7+ paperback books in last 12 months	4,116	14.8%	125
Bought hardcover book in last 12 months	9,735	34.9%	125
Bought <3 hardcover books in last 12 months	4,128	14.8%	121
Bought 3-5 hardcover books in last 12 months	2,845	10.2%	127
Bought 6+ hardcover books in last 12 months	2,761	9.9%	126
Bought book (fiction) in last 12 months	9,844	35.3%	126
Bought book (non-fiction) in last 12 months	8,855	31.8%	125
Bought biography in last 12 months	2,444	8.8%	121
Bought children's book in last 12 months	4,266	15.3%	120
Bought cookbook in last 12 months	3,532	12.7%	116
Bought desk dictionary in last 12 months	470	1.7%	83
Bought history book in last 12 months	2,515	9.0%	119
Bought mystery book in last 12 months	3,809	13.7%	122
Bought personal/business self-help book last 12 mo	2,883	10.3%	144
Bought religious book (not bible) last 12 months	2,313	8.3%	109
Bought romance book in last 12 months	1,949	7.0%	107
Bought science fiction book in last 12 months	1,470	5.3%	116
Bought book through book club in last 12 months	1,217	4.4%	101
Bought book at book store in last 12 months	11,883	42.6%	127
Bought book at Barnes & Noble in last 12 months	7,574	27.2%	138
Bought book at Borders in last 12 months	4,535	16.3%	146
Bought book at convenience store in last 12 months	536	1.9%	86
Bought book at department store in last 12 months	1,836	6.6%	86
Bought book at drug store in last 12 months	569	2.0%	90
Bought book through Internet in last 12 mo	3,797	13.6%	134
Bought book through mail order in last 12 months	778	2.8%	82
Bought book at supermarket in last 12 months	1,604	5.8%	110
Bought book at warehouse store in last 12 months	2,229	8.0%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Population 18+		73,468	79,448
Households		36,922	39,888
Median Household Income		\$86,522	\$101,220
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	9,587	13.0%	132
Participated in archery	1,860	2.5%	95
Participated in backpacking/hiking	8,938	12.2%	129
Participated in baseball	4,418	6.0%	116
Participated in basketball	7,732	10.5%	113
Participated in bicycling (mountain)	3,717	5.1%	137
Participated in bicycling (road)	9,388	12.8%	132
Participated in boating (power)	5,765	7.8%	127
Participated in bowling	10,823	14.7%	126
Participated in canoeing/kayaking	4,258	5.8%	121
Participated in downhill skiing	2,917	4.0%	136
Participated in fishing (fresh water)	10,032	13.7%	104
Participated in fishing (salt water)	3,808	5.2%	114
Participated in football	4,919	6.7%	107
Participated in Frisbee	4,891	6.7%	122
Participated in golf	11,329	15.4%	149
Play golf < once a month	4,443	6.0%	153
Play golf 1+ times a month	5,832	7.9%	147
Participated in horseback riding	2,441	3.3%	109
Participated in hunting with rifle	3,159	4.3%	89
Participated in hunting with shotgun	2,769	3.8%	89
Participated in ice skating	2,580	3.5%	122
Participated in jogging/running	10,859	14.8%	140
Participated in martial arts	932	1.3%	90
Participated in motorcycling	3,063	4.2%	113
Participated in Pilates	3,216	4.4%	134
Participated in roller skating	1,180	1.6%	77
Participated in snowboarding	1,480	2.0%	105
Participated in soccer	3,765	5.1%	119
Participated in softball	3,322	4.5%	116
Participated in swimming	18,093	24.6%	127
Participated in target shooting	3,035	4.1%	107
Participated in tennis	4,468	6.1%	142
Participated in volleyball	2,896	3.9%	113
Participated in walking for exercise	26,671	36.3%	122
Participated in weight lifting	12,166	16.6%	141
Participated in yoga	5,458	7.4%	129
Spent on high end sports/recreation equipment/12 mo: <\$250	3,491	4.8%	108
Spent on high end sports/recreation equipment/12 mo: \$250+	3,768	5.1%	132
Attend sports event: auto racing (NASCAR)	5,948	8.1%	110
Attend sports event: auto racing (not NASCAR)	4,997	6.8%	107
Attend sports event: baseball game	14,074	19.2%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,937	9.4%	119
Attend sports event: basketball game (pro)	7,837	10.7%	125
Attend sports event: football game (college)	9,672	13.2%	127
Attend sports event: football-Monday night game (pro)	4,970	6.8%	110
Attend sports event: football-weekend game (pro)	8,577	11.7%	129
Attend sports event: golf tournament	5,027	6.8%	123
Attend sports event: ice hockey game	6,182	8.4%	127
Attend sports event: soccer game	5,291	7.2%	116
Attend sports event: tennis match	4,003	5.4%	110
Attended adult education course in last 12 months	5,861	8.0%	120
Attended auto show in last 12 months	6,757	9.2%	111
Went to bar/night club in last 12 months	16,256	22.1%	116
Went to beach in last 12 months	23,586	32.1%	131
Attended dance performance in last 12 months	3,928	5.3%	120
Danced/went dancing in last 12 months	7,423	10.1%	106
Dined out in last 12 months	43,190	58.8%	119
Dine out < once a month	3,665	5.0%	106
Dine out once a month	5,017	6.8%	110
Dine out 2-3 times a month	10,189	13.9%	120
Dine out once a week	10,962	14.9%	129
Dine out 2+ times per week	8,864	12.1%	122
Gambled at casino in last 12 months	13,637	18.6%	116
Gambled at casino 6+ times in last 12 months	1,991	2.7%	100
Gambled in Atlantic City in last 12 months	1,662	2.3%	89
Gambled in Las Vegas in last 12 months	4,630	6.3%	132
Attended horse races in last 12 months	2,442	3.3%	112
Attended movies in last 6 months	48,998	66.7%	113
Attended movies in last 90 days: < once a month	27,444	37.4%	116
Attended movies in last 90 days: once a month	9,739	13.3%	129
Attended movies in last 90 days: 2-3 times a month	5,473	7.5%	110
Attended movies in last 90 days: once/week or more	1,656	2.3%	88
Prefer to see movie after second week of release	21,024	28.6%	121
Went to museum in last 12 months	12,658	17.2%	135
Attended music performance in last 12 months	22,188	30.2%	127
Attended country music performance in last 12 mo	4,189	5.7%	112
Attended rock music performance in last 12 months	10,266	14.0%	128
Attended classical music/opera performance/12 mo	4,222	5.7%	125
Went to live theater in last 12 months	12,852	17.5%	133
Visited a theme park in last 12 months	19,633	26.7%	124
Visited Disney World (FL)/12 mo: Magic Kingdom	3,445	4.7%	138
Visited any Sea World in last 12 months	3,448	4.7%	138
Visited any Six Flags in last 12 months	4,747	6.5%	111
Went to zoo in last 12 months	12,632	17.2%	135
Played backgammon in last 12 months	1,731	2.4%	117
Participated in book club in last 12 months	2,766	3.8%	119
Played billiards/pool in last 12 months	8,047	11.0%	114
Played bingo in last 12 months	2,819	3.8%	91
Did birdwatching in last 12 months	5,119	7.0%	112
Played board game in last 12 months	15,702	21.4%	131

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	17,634	24.0%	115
Played chess in last 12 months	3,053	4.2%	114
Cooked for fun in last 12 months	17,810	24.2%	117
Did crossword puzzle in last 12 months	11,686	15.9%	109
Participated in fantasy sports league last 12 mo	3,103	4.2%	130
Flew a kite in last 12 months	2,452	3.3%	118
Did furniture refinishing in last 12 months	2,488	3.4%	105
Did indoor gardening/plant care in last 12 months	8,100	11.0%	109
Participated in karaoke in last 12 months	3,387	4.6%	104
Bought lottery ticket in last 12 months	25,585	34.8%	101
Bought lottery ticket in last 12 mo: Daily Drawing	2,771	3.8%	78
Bought lottery ticket in last 12 mo: Instant Game	10,279	14.0%	88
Bought lottery ticket in last 12 mo: Lotto Drawing	17,608	24.0%	112
Played lottery: <3 times in last 30 days	12,670	17.2%	109
Played lottery: 3-7 times in last 30 days	6,756	9.2%	95
Played lottery: 8+ times in last 30 days	6,161	8.4%	90
Played musical instrument in last 12 months	6,850	9.3%	117
Did painting/drawing in last 12 months	4,935	6.7%	103
Did photography in last 12 months	11,662	15.9%	126
Read book in last 12 months	35,860	48.8%	120
Participated in trivia games in last 12 months	5,164	7.0%	117
Played video game in last 12 months	10,733	14.6%	110
Did woodworking in last 12 months	3,695	5.0%	107
Participated in word games in last 12 months	7,626	10.4%	109
Member of AARP	12,273	16.7%	108
Member of business club	2,598	3.5%	142
Member of charitable organization	5,875	8.0%	127
Member of church board	3,247	4.4%	103
Member of fraternal order	2,784	3.8%	107
Member of religious club	5,498	7.5%	117
Member of union	4,165	5.7%	108
Member of veterans club	2,240	3.0%	90
Bought any children`s toy/game in last 12 months	28,843	39.3%	113
Spent on toys/games in last 12 months: <\$50	4,691	6.4%	105
Spent on toys/games in last 12 months: \$50-99	1,868	2.5%	92
Spent on toys/games in last 12 months: \$100-199	5,578	7.6%	106
Spent on toys/games in last 12 months: \$200-499	9,121	12.4%	115
Spent on toys/games in last 12 months: \$500+	5,690	7.7%	135
Bought infant toy in last 12 months	6,521	8.9%	106
Bought pre-school toy in last 12 months	7,053	9.6%	119
Spent on toys/games (for child <6)/12 mo: <\$100	8,789	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	5,208	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	6,743	9.2%	119
Bought for child in last 12 mo: boy action figure	6,423	8.7%	108
Bought for child in last 12 mo: girl action figure	2,080	2.8%	92
Bought for child in last 12 mo: bicycle	5,596	7.6%	111
Bought for child in last 12 mo: board game	11,139	15.2%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,845	3.9%	114
Bought for child in last 12 mo: car	6,918	9.4%	102
Bought for child in last 12 mo: construction toy	4,221	5.7%	116
Bought for child in last 12 mo: large/baby doll	4,584	6.2%	96
Bought for child in last 12 mo: fashion doll	3,682	5.0%	98
Bought for child in last 12 mo: plush doll/animal	7,460	10.2%	121
Bought for child in last 12 mo: doll accessories	3,133	4.3%	106
Bought for child in last 12 mo: doll clothing	3,063	4.2%	101
Bought for child in last 12 mo: educational toy	11,926	16.2%	119
Bought for child in last 12 mo: electronic game	8,424	11.5%	123
Bought for child in last 12 mo: mechanical toy	3,216	4.4%	110
Bought for child in last 12 mo: model kit/set	2,155	2.9%	114
Bought for child in last 12 mo: sound game	1,897	2.6%	92
Bought for child in last 12 mo: water toy	8,674	11.8%	123
Bought for child in last 12 mo: word game	3,150	4.3%	111
Bought book in last 12 months	43,559	59.3%	118
Bought 1-3 books in last 12 months	15,685	21.3%	109
Bought 4-9 books in last 12 months	13,570	18.5%	119
Bought 10+ books in last 12 months	14,304	19.5%	129
Bought paperback book in last 12 months	34,460	46.9%	124
Bought <3 paperback books in last 12 months	11,052	15.0%	116
Bought 3-6 paperback books in last 12 months	12,280	16.7%	127
Bought 7+ paperback books in last 12 months	11,129	15.1%	128
Bought hardcover book in last 12 months	25,823	35.1%	126
Bought <3 hardcover books in last 12 months	10,861	14.8%	121
Bought 3-5 hardcover books in last 12 months	7,514	10.2%	128
Bought 6+ hardcover books in last 12 months	7,447	10.1%	129
Bought book (fiction) in last 12 months	26,416	36.0%	128
Bought book (non-fiction) in last 12 months	23,556	32.1%	126
Bought biography in last 12 months	6,549	8.9%	123
Bought children's book in last 12 months	11,182	15.2%	120
Bought cookbook in last 12 months	9,066	12.3%	113
Bought desk dictionary in last 12 months	1,191	1.6%	80
Bought history book in last 12 months	6,649	9.1%	120
Bought mystery book in last 12 months	10,424	14.2%	126
Bought personal/business self-help book last 12 mo	7,463	10.2%	141
Bought religious book (not bible) last 12 months	6,402	8.7%	115
Bought romance book in last 12 months	5,287	7.2%	110
Bought science fiction book in last 12 months	3,843	5.2%	115
Bought book through book club in last 12 months	3,054	4.2%	96
Bought book at book store in last 12 months	31,735	43.2%	129
Bought book at Barnes & Noble in last 12 months	20,275	27.6%	140
Bought book at Borders in last 12 months	11,890	16.2%	146
Bought book at convenience store in last 12 months	1,324	1.8%	81
Bought book at department store in last 12 months	4,753	6.5%	85
Bought book at drug store in last 12 months	1,544	2.1%	92
Bought book through Internet in last 12 mo	10,164	13.8%	136
Bought book through mail order in last 12 months	2,191	3.0%	88
Bought book at supermarket in last 12 months	4,260	5.8%	111
Bought book at warehouse store in last 12 months	6,014	8.2%	141

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Aspiring Young Families	20.5%	Population	5,148	5,404
Rustbelt Traditions	20.0%	Households	1,974	2,059
Main Street, USA	19.7%	Families	1,432	1,488
Boomburbs	15.7%	Median Age	34.0	34.2
Suburban Splendor	11.9%	Median Household Income	\$63,761	\$76,595
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$2,141.69	\$4,227,607
Men's		84	\$386.27	\$762,474
Women's		79	\$658.66	\$1,300,164
Children's		97	\$386.86	\$763,634
Footwear		62	\$258.33	\$509,924
Watches & Jewelry		130	\$252.98	\$499,367
Apparel Products and Services (1)		212	\$198.61	\$392,044
Computer				
Computers and Hardware for Home Use		130	\$248.47	\$490,463
Software and Accessories for Home Use		130	\$37.17	\$73,368
Entertainment & Recreation		129	\$4,166.27	\$8,224,023
Fees and Admissions		136	\$840.77	\$1,659,642
Membership Fees for Clubs (2)		134	\$219.98	\$434,228
Fees for Participant Sports, excl. Trips		134	\$142.72	\$281,714
Admission to Movie/Theatre/Opera/Ballet		132	\$200.28	\$395,334
Admission to Sporting Events, excl. Trips		140	\$83.14	\$164,118
Fees for Recreational Lessons		142	\$193.74	\$382,434
Dating Services		119	\$0.92	\$1,812
TV/Video/Audio		124	\$1,543.89	\$3,047,563
Community Antenna or Cable TV		121	\$871.41	\$1,720,125
Televisions		132	\$255.66	\$504,652
VCRs, Video Cameras, and DVD Players		130	\$26.37	\$52,057
Video Cassettes and DVDs		127	\$66.86	\$131,983
Video and Computer Game Hardware and Software		138	\$76.88	\$151,758
Satellite Dishes		130	\$1.64	\$3,233
Rental of Video Cassettes and DVDs		131	\$54.15	\$106,884
Streaming/Downloaded Video		132	\$1.84	\$3,637
Audio (3)		122	\$179.85	\$355,008
Rental and Repair of TV/Radio/Sound Equipment		122	\$9.23	\$18,225
Pets		153	\$658.95	\$1,300,731
Toys and Games (4)		129	\$187.21	\$369,538
Recreational Vehicles and Fees (5)		118	\$382.57	\$755,179
Sports/Recreation/Exercise Equipment (6)		103	\$186.68	\$368,488
Photo Equipment and Supplies (7)		132	\$136.81	\$270,052
Reading (8)		126	\$194.72	\$384,360
Catered Affairs (9)		141	\$34.69	\$68,470
Food		124	\$9,572.66	\$18,896,001
Food at Home		123	\$5,489.53	\$10,836,079
Bakery and Cereal Products		123	\$730.86	\$1,442,676
Meats, Poultry, Fish, and Eggs		122	\$1,265.38	\$2,497,812
Dairy Products		122	\$607.67	\$1,199,506
Fruits and Vegetables		123	\$962.70	\$1,900,319
Snacks and Other Food at Home (10)		123	\$1,922.92	\$3,795,766
Food Away from Home		127	\$4,083.13	\$8,059,922
Alcoholic Beverages		130	\$742.15	\$1,464,977
Nonalcoholic Beverages at Home		123	\$536.87	\$1,059,757

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	120	\$2,080.00	\$4,105,825
Vehicle Loans	125	\$6,151.72	\$12,143,228
Health			
Nonprescription Drugs	117	\$120.49	\$237,833
Prescription Drugs	114	\$569.07	\$1,123,311
Eyeglasses and Contact Lenses	127	\$97.61	\$192,684
Home			
Mortgage Payment and Basics (11)	137	\$12,808.26	\$25,282,932
Maintenance and Remodeling Services	133	\$2,636.16	\$5,203,660
Maintenance and Remodeling Materials (12)	126	\$466.76	\$921,359
Utilities, Fuel, and Public Services	122	\$5,537.47	\$10,930,712
Household Furnishings and Equipment			
Household Textiles (13)	127	\$169.18	\$333,953
Furniture	130	\$783.40	\$1,546,393
Floor Coverings	131	\$98.45	\$194,329
Major Appliances (14)	124	\$376.70	\$743,590
Housewares (15)	112	\$96.43	\$190,339
Small Appliances	124	\$40.53	\$80,012
Luggage	134	\$12.42	\$24,515
Telephones and Accessories	88	\$37.52	\$74,055
Household Operations			
Child Care	142	\$657.90	\$1,298,661
Lawn and Garden (16)	125	\$522.20	\$1,030,803
Moving/Storage/Freight Express	121	\$73.54	\$145,165
Housekeeping Supplies (17)	123	\$864.35	\$1,706,190
Insurance			
Owners and Renters Insurance	126	\$582.32	\$1,149,464
Vehicle Insurance	124	\$1,448.35	\$2,858,973
Life/Other Insurance	126	\$527.16	\$1,040,585
Health Insurance	119	\$2,302.46	\$4,544,945
Personal Care Products (18)	126	\$501.71	\$990,354
School Books and Supplies (19)	129	\$138.43	\$273,249
Smoking Products	115	\$492.57	\$972,304
Transportation			
Vehicle Purchases (Net Outlay) (20)	126	\$5,547.44	\$10,950,409
Gasoline and Motor Oil	123	\$3,519.48	\$6,947,304
Vehicle Maintenance and Repairs	125	\$1,175.98	\$2,321,341
Travel			
Airline Fares	134	\$613.04	\$1,210,105
Lodging on Trips	131	\$571.24	\$1,127,597
Auto/Truck/Van Rental on Trips	137	\$50.82	\$100,324
Food and Drink on Trips	129	\$561.08	\$1,107,551

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	25.9%	Population	39,237	41,632
Suburban Splendor	17.2%	Households	14,026	14,893
Enterprising Professionals	8.1%	Families	10,651	11,226
Up and Coming Families	6.9%	Median Age	36.7	36.4
Cozy and Comfortable	6.6%	Median Household Income	\$82,569	\$95,315
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,509.14	\$35,193,435
Men's		99	\$453.59	\$6,362,043
Women's		93	\$773.01	\$10,842,358
Children's		112	\$449.42	\$6,303,558
Footwear		72	\$299.71	\$4,203,781
Watches & Jewelry		156	\$302.89	\$4,248,355
Apparel Products and Services (1)		246	\$230.52	\$3,233,340
Computer				
Computers and Hardware for Home Use		151	\$288.92	\$4,052,381
Software and Accessories for Home Use		152	\$43.31	\$607,470
Entertainment & Recreation		153	\$4,920.98	\$69,022,282
Fees and Admissions		164	\$1,012.68	\$14,203,999
Membership Fees for Clubs (2)		162	\$265.61	\$3,725,421
Fees for Participant Sports, excl. Trips		160	\$171.03	\$2,398,886
Admission to Movie/Theatre/Opera/Ballet		156	\$236.07	\$3,311,072
Admission to Sporting Events, excl. Trips		170	\$101.37	\$1,421,751
Fees for Recreational Lessons		174	\$237.63	\$3,333,027
Dating Services		128	\$0.99	\$13,841
TV/Video/Audio		144	\$1,791.92	\$25,133,689
Community Antenna or Cable TV		139	\$1,006.02	\$14,110,494
Televisions		158	\$305.29	\$4,282,088
VCRs, Video Cameras, and DVD Players		149	\$30.34	\$425,605
Video Cassettes and DVDs		145	\$76.18	\$1,068,510
Video and Computer Game Hardware and Software		158	\$88.39	\$1,239,792
Satellite Dishes		157	\$1.98	\$27,804
Rental of Video Cassettes and DVDs		149	\$61.35	\$860,507
Streaming/Downloaded Video		155	\$2.17	\$30,430
Audio (3)		142	\$209.28	\$2,935,387
Rental and Repair of TV/Radio/Sound Equipment		144	\$10.91	\$153,072
Pets		181	\$778.30	\$10,916,505
Toys and Games (4)		149	\$217.37	\$3,048,851
Recreational Vehicles and Fees (5)		146	\$470.26	\$6,595,895
Sports/Recreation/Exercise Equipment (6)		122	\$221.92	\$3,112,712
Photo Equipment and Supplies (7)		155	\$160.49	\$2,251,009
Reading (8)		147	\$227.32	\$3,188,463
Catered Affairs (9)		165	\$40.72	\$571,159
Food		144	\$11,080.81	\$155,420,629
Food at Home		141	\$6,323.92	\$88,700,012
Bakery and Cereal Products		141	\$841.08	\$11,797,096
Meats, Poultry, Fish, and Eggs		141	\$1,458.63	\$20,458,834
Dairy Products		140	\$698.21	\$9,793,193
Fruits and Vegetables		142	\$1,115.03	\$15,639,592
Snacks and Other Food at Home (10)		142	\$2,210.97	\$31,011,297
Food Away from Home		148	\$4,756.89	\$66,720,616
Alcoholic Beverages		149	\$851.98	\$11,949,944
Nonalcoholic Beverages at Home		141	\$616.86	\$8,652,163

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	143	\$2,485.47	\$34,861,509
Vehicle Loans	147	\$7,211.40	\$101,147,946
Health			
Nonprescription Drugs	137	\$141.60	\$1,986,071
Prescription Drugs	133	\$662.06	\$9,286,141
Eyeglasses and Contact Lenses	148	\$114.05	\$1,599,713
Home			
Mortgage Payment and Basics (11)	166	\$15,579.01	\$218,513,003
Maintenance and Remodeling Services	165	\$3,263.13	\$45,769,028
Maintenance and Remodeling Materials (12)	150	\$558.71	\$7,836,493
Utilities, Fuel, and Public Services	142	\$6,414.37	\$89,968,729
Household Furnishings and Equipment			
Household Textiles (13)	150	\$200.18	\$2,807,750
Furniture	156	\$938.93	\$13,169,584
Floor Coverings	157	\$117.71	\$1,651,075
Major Appliances (14)	148	\$448.39	\$6,289,210
Housewares (15)	131	\$112.62	\$1,579,661
Small Appliances	143	\$46.80	\$656,418
Luggage	161	\$14.93	\$209,469
Telephones and Accessories	102	\$43.52	\$610,394
Household Operations			
Child Care	171	\$790.92	\$11,093,591
Lawn and Garden (16)	152	\$636.60	\$8,928,958
Moving/Storage/Freight Express	144	\$87.50	\$1,227,315
Housekeeping Supplies (17)	144	\$1,007.64	\$14,133,325
Insurance			
Owners and Renters Insurance	152	\$703.35	\$9,865,206
Vehicle Insurance	145	\$1,686.90	\$23,660,649
Life/Other Insurance	152	\$632.68	\$8,874,025
Health Insurance	138	\$2,673.96	\$37,505,233
Personal Care Products (18)	147	\$587.89	\$8,245,824
School Books and Supplies (19)	144	\$154.38	\$2,165,373
Smoking Products	126	\$537.03	\$7,532,458
Transportation			
Vehicle Purchases (Net Outlay) (20)	149	\$6,526.32	\$91,538,922
Gasoline and Motor Oil	142	\$4,069.52	\$57,079,555
Vehicle Maintenance and Repairs	146	\$1,377.62	\$19,322,629
Travel			
Airline Fares	161	\$740.71	\$10,389,296
Lodging on Trips	159	\$692.75	\$9,716,555
Auto/Truck/Van Rental on Trips	168	\$61.94	\$868,751
Food and Drink on Trips	155	\$672.56	\$9,433,407

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	21.0%	Population	101,695	109,557
In Style	15.4%	Households	36,922	39,888
Suburban Splendor	13.3%	Families	28,194	30,282
Up and Coming Families	9.6%	Median Age	37.3	36.9
Enterprising Professionals	8.7%	Median Household Income	\$86,522	\$101,220
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,628.80	\$97,060,827
Men's		104	\$475.47	\$17,555,471
Women's		98	\$810.83	\$29,937,386
Children's		118	\$471.07	\$17,393,014
Footwear		75	\$314.20	\$11,600,846
Watches & Jewelry		164	\$318.03	\$11,742,342
Apparel Products and Services (1)		256	\$239.20	\$8,831,767
Computer				
Computers and Hardware for Home Use		159	\$303.83	\$11,217,943
Software and Accessories for Home Use		160	\$45.58	\$1,682,903
Entertainment & Recreation		161	\$5,188.83	\$191,582,486
Fees and Admissions		172	\$1,063.87	\$39,280,314
Membership Fees for Clubs (2)		170	\$278.59	\$10,286,030
Fees for Participant Sports, excl. Trips		169	\$180.21	\$6,653,660
Admission to Movie/Theatre/Opera/Ballet		163	\$247.62	\$9,142,477
Admission to Sporting Events, excl. Trips		179	\$106.27	\$3,923,721
Fees for Recreational Lessons		183	\$250.17	\$9,236,634
Dating Services		133	\$1.02	\$37,793
TV/Video/Audio		151	\$1,879.72	\$69,403,306
Community Antenna or Cable TV		146	\$1,055.32	\$38,964,728
Televisions		166	\$320.59	\$11,836,650
VCRs, Video Cameras, and DVD Players		156	\$31.80	\$1,174,163
Video Cassettes and DVDs		152	\$79.83	\$2,947,593
Video and Computer Game Hardware and Software		165	\$92.29	\$3,407,428
Satellite Dishes		168	\$2.11	\$77,938
Rental of Video Cassettes and DVDs		156	\$64.31	\$2,374,400
Streaming/Downloaded Video		162	\$2.26	\$83,528
Audio (3)		150	\$219.69	\$8,111,335
Rental and Repair of TV/Radio/Sound Equipment		152	\$11.53	\$425,544
Pets		192	\$825.33	\$30,472,808
Toys and Games (4)		157	\$228.42	\$8,433,878
Recreational Vehicles and Fees (5)		157	\$506.11	\$18,686,452
Sports/Recreation/Exercise Equipment (6)		130	\$234.89	\$8,672,748
Photo Equipment and Supplies (7)		163	\$169.09	\$6,243,303
Reading (8)		154	\$239.16	\$8,830,238
Catered Affairs (9)		171	\$42.24	\$1,559,438
Food		151	\$11,634.83	\$429,582,102
Food at Home		148	\$6,641.64	\$245,223,129
Bakery and Cereal Products		148	\$883.81	\$32,632,024
Meats, Poultry, Fish, and Eggs		148	\$1,530.80	\$56,520,438
Dairy Products		148	\$733.95	\$27,099,054
Fruits and Vegetables		149	\$1,170.35	\$43,211,911
Snacks and Other Food at Home (10)		149	\$2,322.72	\$85,759,702
Food Away from Home		155	\$4,993.19	\$184,358,974
Alcoholic Beverages		156	\$890.09	\$32,863,884
Nonalcoholic Beverages at Home		148	\$647.78	\$23,917,337

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	152	\$2,644.82	\$97,652,351
Vehicle Loans	155	\$7,616.53	\$281,218,333
Health			
Nonprescription Drugs	145	\$149.35	\$5,514,312
Prescription Drugs	140	\$697.23	\$25,743,049
Eyeglasses and Contact Lenses	157	\$120.39	\$4,445,055
Home			
Mortgage Payment and Basics (11)	176	\$16,514.01	\$609,731,854
Maintenance and Remodeling Services	174	\$3,457.08	\$127,642,467
Maintenance and Remodeling Materials (12)	161	\$598.22	\$22,087,648
Utilities, Fuel, and Public Services	149	\$6,737.60	\$248,766,321
Household Furnishings and Equipment			
Household Textiles (13)	159	\$211.18	\$7,797,166
Furniture	164	\$987.54	\$36,462,049
Floor Coverings	165	\$123.68	\$4,566,603
Major Appliances (14)	157	\$475.13	\$17,542,922
Housewares (15)	138	\$118.52	\$4,375,824
Small Appliances	150	\$49.23	\$1,817,673
Luggage	170	\$15.75	\$581,379
Telephones and Accessories	107	\$45.53	\$1,681,045
Household Operations			
Child Care	179	\$825.50	\$30,479,018
Lawn and Garden (16)	161	\$675.27	\$24,932,404
Moving/Storage/Freight Express	152	\$92.18	\$3,403,541
Housekeeping Supplies (17)	151	\$1,060.95	\$39,172,335
Insurance			
Owners and Renters Insurance	161	\$745.88	\$27,539,373
Vehicle Insurance	152	\$1,774.99	\$65,536,167
Life/Other Insurance	160	\$668.87	\$24,695,990
Health Insurance	145	\$2,810.49	\$103,769,199
Personal Care Products (18)	155	\$617.82	\$22,811,059
School Books and Supplies (19)	150	\$160.55	\$5,927,750
Smoking Products	132	\$562.32	\$20,762,144
Transportation			
Vehicle Purchases (Net Outlay) (20)	157	\$6,882.15	\$254,103,301
Gasoline and Motor Oil	149	\$4,286.45	\$158,264,525
Vehicle Maintenance and Repairs	154	\$1,452.19	\$53,617,706
Travel			
Airline Fares	170	\$779.97	\$28,798,257
Lodging on Trips	168	\$732.37	\$27,040,646
Auto/Truck/Van Rental on Trips	177	\$65.21	\$2,407,571
Food and Drink on Trips	163	\$710.79	\$26,243,886

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		5,148	5,404	
Households		1,974	2,059	
Families		1,432	1,488	
Median Age		34.0	34.2	
Median Household Income		\$63,761	\$76,595	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	117	\$5.58		\$11,020
Gasoline	123	\$3,450.89		\$6,811,911
Motor Oil	116	\$13.71		\$27,063
Vehicle Parts/Equipment and Accessories	119	\$66.83		\$131,920
Tire Purchase/Replacement	123	\$177.47		\$350,317
Vehicle Audio/Video Equipment and Installation	130	\$9.25		\$18,253
Vehicle Cleaning Products and Services	130	\$10.59		\$20,895
Services				
Auto Repair Service Policy	127	\$21.01		\$41,472
Membership Fees for Automobile Service Clubs	121	\$26.64		\$52,593
Global Positioning Services	127	\$3.21		\$6,329
Vehicle Air Conditioning Repair	129	\$22.79		\$44,984
Vehicle Body Work and Painting	124	\$47.31		\$93,381
Vehicle Brake Work	127	\$100.85		\$199,074
Vehicle Clutch/Transmission Repair	122	\$56.16		\$110,856
Vehicle Cooling System Repair	126	\$36.64		\$72,327
Vehicle Drive Shaft and Rear-end Repair	129	\$11.11		\$21,933
Vehicle Electrical System Repair	125	\$43.30		\$85,463
Vehicle Exhaust System Repair	128	\$17.17		\$33,888
Vehicle Front End Alignment/Wheel Balance & Rotation	124	\$22.91		\$45,224
Lube/Oil Change and Oil Filters	124	\$111.27		\$219,648
Vehicle Motor Repair/Replacement	126	\$115.40		\$227,786
Vehicle Motor Tune-up	128	\$79.31		\$156,547
Vehicle Shock Absorber Replacement	128	\$8.53		\$16,846
Vehicle Steering/Front End Repair	126	\$34.88		\$68,849
Tire Repair and Other Repair Work	126	\$82.09		\$162,043

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Households		14,026	14,893
Families		10,651	11,226
Median Age		36.7	36.4
Median Household Income		\$82,569	\$95,315
	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	131	\$6.24	\$87,478
Gasoline	142	\$3,984.23	\$55,883,285
Motor Oil	130	\$15.44	\$216,521
Vehicle Parts/Equipment and Accessories	136	\$75.92	\$1,064,837
Tire Purchase/Replacement	145	\$209.38	\$2,936,786
Vehicle Audio/Video Equipment and Installation	157	\$11.10	\$155,733
Vehicle Cleaning Products and Services	152	\$12.38	\$173,690
Services			
Auto Repair Service Policy	153	\$25.16	\$352,952
Membership Fees for Automobile Service Clubs	142	\$31.28	\$438,800
Global Positioning Services	151	\$3.81	\$53,412
Vehicle Air Conditioning Repair	153	\$26.88	\$376,968
Vehicle Body Work and Painting	145	\$55.37	\$776,648
Vehicle Brake Work	148	\$117.19	\$1,643,757
Vehicle Clutch/Transmission Repair	145	\$66.53	\$933,200
Vehicle Cooling System Repair	147	\$42.81	\$600,489
Vehicle Drive Shaft and Rear-end Repair	151	\$13.05	\$182,978
Vehicle Electrical System Repair	145	\$50.10	\$702,676
Vehicle Exhaust System Repair	146	\$19.60	\$274,927
Vehicle Front End Alignment/Wheel Balance & Rotation	145	\$26.79	\$375,753
Lube/Oil Change and Oil Filters	143	\$128.14	\$1,797,300
Vehicle Motor Repair/Replacement	149	\$136.43	\$1,913,635
Vehicle Motor Tune-up	155	\$95.59	\$1,340,822
Vehicle Shock Absorber Replacement	148	\$9.84	\$138,050
Vehicle Steering/Front End Repair	144	\$39.85	\$558,878
Tire Repair and Other Repair Work	147	\$95.70	\$1,342,274

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Households		36,922	39,888
Families		28,194	30,282
Median Age		37.3	36.9
Median Household Income		\$86,522	\$101,220
	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	138	\$6.57	\$242,537
Gasoline	150	\$4,194.02	\$154,851,976
Motor Oil	138	\$16.37	\$604,521
Vehicle Parts/Equipment and Accessories	144	\$80.54	\$2,973,763
Tire Purchase/Replacement	153	\$221.68	\$8,184,852
Vehicle Audio/Video Equipment and Installation	164	\$11.63	\$429,556
Vehicle Cleaning Products and Services	161	\$13.07	\$482,579
Services			
Auto Repair Service Policy	162	\$26.64	\$983,751
Membership Fees for Automobile Service Clubs	150	\$33.04	\$1,219,791
Global Positioning Services	159	\$4.03	\$148,833
Vehicle Air Conditioning Repair	160	\$28.18	\$1,040,493
Vehicle Body Work and Painting	153	\$58.29	\$2,152,015
Vehicle Brake Work	156	\$123.35	\$4,554,171
Vehicle Clutch/Transmission Repair	153	\$70.33	\$2,596,726
Vehicle Cooling System Repair	155	\$44.99	\$1,661,270
Vehicle Drive Shaft and Rear-end Repair	159	\$13.75	\$507,853
Vehicle Electrical System Repair	152	\$52.57	\$1,940,810
Vehicle Exhaust System Repair	153	\$20.56	\$759,032
Vehicle Front End Alignment/Wheel Balance & Rotation	152	\$28.26	\$1,043,342
Lube/Oil Change and Oil Filters	151	\$134.98	\$4,983,923
Vehicle Motor Repair/Replacement	157	\$143.82	\$5,310,258
Vehicle Motor Tune-up	163	\$100.57	\$3,713,104
Vehicle Shock Absorber Replacement	155	\$10.33	\$381,235
Vehicle Steering/Front End Repair	151	\$41.95	\$1,548,908
Tire Repair and Other Repair Work	155	\$100.60	\$3,714,386

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Households		1,974	2,059
Families		1,432	1,488
Median Age		34.0	34.2
Median Household Income		\$63,761	\$76,595
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	125	\$7,551.29	\$14,905,920
Savings Accounts	125	\$16,476.95	\$32,524,769
U.S. Savings Bonds	129	\$529.02	\$1,044,263
Stocks, Bonds & Mutual Funds	132	\$51,566.77	\$101,790,513
Annual Changes			
Checking Accounts	156	\$406.11	\$801,641
Savings Accounts	127	\$495.10	\$977,298
U.S. Savings Bonds	115	\$2.76	\$5,444
Earnings			
Dividends, Royalties, Estates, Trusts	125	\$1,231.64	\$2,431,197
Interest from Savings Accounts or Bonds	123	\$1,129.25	\$2,229,094
Retirement Plan Contributions	138	\$1,899.15	\$3,748,840
Liabilities			
Original Mortgage Amount	145	\$31,180.22	\$61,548,377
Vehicle Loan Amount 1	125	\$3,388.05	\$6,687,864
Amount Paid: Interest			
Home Mortgage	141	\$6,534.05	\$12,897,918
Lump Sum Home Equity Loan	133	\$172.86	\$341,222
New Car/Truck/Van Loan	128	\$267.38	\$527,789
Used Car/Truck/Van Loan	122	\$198.06	\$390,954
Amount Paid: Principal			
Home Mortgage	137	\$2,718.84	\$5,366,863
Lump Sum Home Equity Loan	129	\$216.35	\$427,075
New Car/Truck/Van Loan	129	\$1,432.93	\$2,828,537
Used Car/Truck/Van Loan	122	\$924.16	\$1,824,261
Checking Account and Banking Service Charges	125	\$34.76	\$68,605
Finance Charges, excluding Mortgage/Vehicle	128	\$313.52	\$618,872

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015	
Population		39,237	41,632	
Households		14,026	14,893	
Families		10,651	11,226	
Median Age		36.7	36.4	
Median Household Income		\$82,569	\$95,315	
		Spending Potential Index	Average Amount Spent	Total
Assets				
Market Value				
Checking Accounts		148	\$9,029.39	\$126,647,177
Savings Accounts		148	\$19,555.28	\$274,284,603
U.S. Savings Bonds		153	\$628.07	\$8,809,416
Stocks, Bonds & Mutual Funds		162	\$62,973.40	\$883,271,944
Annual Changes				
Checking Accounts		199	\$518.22	\$7,268,671
Savings Accounts		143	\$557.29	\$7,816,651
U.S. Savings Bonds		177	\$4.23	\$59,336
Earnings				
Dividends, Royalties, Estates, Trusts		153	\$1,500.83	\$21,050,830
Interest from Savings Accounts or Bonds		150	\$1,370.74	\$19,226,224
Retirement Plan Contributions		170	\$2,330.24	\$32,684,192
Liabilities				
Original Mortgage Amount		176	\$37,907.51	\$531,694,965
Vehicle Loan Amount 1		146	\$3,956.31	\$55,491,624
Amount Paid: Interest				
Home Mortgage		172	\$7,981.66	\$111,951,654
Lump Sum Home Equity Loan		161	\$209.76	\$2,942,138
New Car/Truck/Van Loan		153	\$320.88	\$4,500,758
Used Car/Truck/Van Loan		139	\$224.94	\$3,155,070
Amount Paid: Principal				
Home Mortgage		168	\$3,330.51	\$46,714,047
Lump Sum Home Equity Loan		156	\$261.02	\$3,661,152
New Car/Truck/Van Loan		155	\$1,721.41	\$24,144,722
Used Car/Truck/Van Loan		138	\$1,048.52	\$14,706,648
Checking Account and Banking Service Charges		142	\$39.49	\$553,935
Finance Charges, excluding Mortgage/Vehicle		148	\$362.95	\$5,090,821

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Households		36,922	39,888
Families		28,194	30,282
Median Age		37.3	36.9
Median Household Income		\$86,522	\$101,220
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	157	\$9,478.56	\$349,968,121
Savings Accounts	157	\$20,679.10	\$763,515,462
U.S. Savings Bonds	161	\$661.78	\$24,434,286
Stocks, Bonds & Mutual Funds	171	\$66,459.16	\$2,453,810,765
Annual Changes			
Checking Accounts	208	\$542.99	\$20,048,412
Savings Accounts	151	\$589.10	\$21,750,943
U.S. Savings Bonds	199	\$4.75	\$175,238
Earnings			
Dividends, Royalties, Estates, Trusts	160	\$1,575.67	\$58,177,023
Interest from Savings Accounts or Bonds	157	\$1,439.96	\$53,166,280
Retirement Plan Contributions	179	\$2,462.54	\$90,922,288
Liabilities			
Original Mortgage Amount	187	\$40,186.30	\$1,483,762,201
Vehicle Loan Amount 1	154	\$4,177.17	\$154,229,729
Amount Paid: Interest			
Home Mortgage	182	\$8,464.70	\$312,534,368
Lump Sum Home Equity Loan	172	\$223.04	\$8,235,268
New Car/Truck/Van Loan	162	\$338.99	\$12,516,132
Used Car/Truck/Van Loan	146	\$236.95	\$8,748,627
Amount Paid: Principal			
Home Mortgage	179	\$3,537.16	\$130,599,289
Lump Sum Home Equity Loan	166	\$277.76	\$10,255,532
New Car/Truck/Van Loan	163	\$1,817.79	\$67,116,487
Used Car/Truck/Van Loan	146	\$1,104.84	\$40,793,055
Checking Account and Banking Service Charges	149	\$41.33	\$1,526,172
Finance Charges, excluding Mortgage/Vehicle	156	\$381.89	\$14,100,075

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,123	Population	5,148
2010-2015 Percent Change	5.11%	Households	1,974
Percent Occupied	93.0%	Families	1,432
Percent Owner HHs	66.4%	Median Age	34.0
Median Home Value	\$157,500	Median Household Income	\$63,761
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	136	\$16,034.31	\$31,651,019
Mortgage Interest	141	\$6,534.05	\$12,897,918
Mortgage Principal	137	\$2,718.84	\$5,366,863
Property Taxes	132	\$2,919.38	\$5,762,726
Homeowners Insurance	126	\$567.65	\$1,120,514
Ground Rent	113	\$81.82	\$161,513
Maintenance and Remodeling Services	133	\$2,636.16	\$5,203,660
Maintenance and Remodeling Materials	126	\$466.76	\$921,359
Property Management and Security	124	\$106.48	\$210,189
Rented Dwellings	109	\$3,754.69	\$7,411,584
Rent	109	\$3,561.89	\$7,031,015
Rent Received as Pay	96	\$87.74	\$173,205
Renters' Insurance	117	\$15.26	\$30,121
Maintenance and Repair Services	101	\$21.50	\$42,431
Maintenance and Repair Materials	129	\$68.30	\$134,813
Owned Vacation Homes	132	\$615.21	\$1,214,396
Mortgage Payment	137	\$280.10	\$552,898
Property Taxes	128	\$144.13	\$284,516
Homeowners Insurance	126	\$18.63	\$36,767
Maintenance and Remodeling	129	\$150.05	\$296,184
Property Management and Security	130	\$22.31	\$44,031
Housing While Attending School	135	\$110.32	\$217,775
Household Operations	129	\$2,032.97	\$4,012,987
Child Care	142	\$657.90	\$1,298,661
Care for Elderly or Handicapped	133	\$95.78	\$189,075
Appliance Rental and Repair	127	\$30.96	\$61,117
Computer Information Services	127	\$310.98	\$613,853
Home Security System Services	133	\$34.82	\$68,724
Non-Apparel Household Laundry/Dry Cleaning	17	\$6.37	\$12,574
Housekeeping Services	131	\$200.93	\$396,627
Lawn and Garden	125	\$522.20	\$1,030,803
Moving/Storage/Freight Express	121	\$73.54	\$145,165
PC Repair (Personal Use)	120	\$10.58	\$20,885
Reupholstering/Furniture Repair	130	\$10.31	\$20,352
Termite/Pest Control	123	\$29.98	\$59,186
Water Softening Services	109	\$6.10	\$12,032
Internet Services Away from Home	130	\$3.48	\$6,861
Voice Over IP Service	127	\$8.49	\$16,756
Other Home Services (1)	126	\$28.73	\$56,702

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	122	\$5,537.47	\$10,930,712
Bottled Gas	94	\$63.84	\$126,013
Electricity	120	\$2,039.61	\$4,026,093
Fuel Oil	100	\$112.05	\$221,178
Natural Gas	131	\$859.10	\$1,695,835
Telephone Services	122	\$1,761.44	\$3,477,013
Water and Other Public Services	127	\$697.59	\$1,377,004
Coal/Wood/Other Fuel	88	\$7.59	\$14,983
Housekeeping Supplies	123	\$864.35	\$1,706,190
Laundry and Cleaning Supplies	123	\$234.34	\$462,578
Postage and Stationery	123	\$250.58	\$494,626
Other HH Products (2)	124	\$380.30	\$750,699
Household Textiles	127	\$169.18	\$333,953
Bathroom Linens	127	\$22.59	\$44,600
Bedroom Linens	128	\$79.48	\$156,888
Kitchen and Dining Room Linens	128	\$3.94	\$7,784
Curtains and Draperies	127	\$36.71	\$72,473
Slipcovers, Decorative Pillows	131	\$5.60	\$11,060
Materials for Slipcovers/Curtains	123	\$18.80	\$37,109
Other Linens	127	\$2.22	\$4,378
Furniture	130	\$783.40	\$1,546,393
Mattresses and Box Springs	126	\$100.93	\$199,229
Other Bedroom Furniture	131	\$140.12	\$276,599
Sofas	130	\$197.18	\$389,219
Living Room Tables and Chairs	128	\$106.09	\$209,422
Kitchen, Dining Room Furniture	132	\$81.99	\$161,840
Infant Furniture	138	\$15.39	\$30,373
Outdoor Furniture	135	\$36.02	\$71,101
Wall Units, Cabinets, Other Furniture (3)	134	\$106.48	\$210,196
Major Appliances	124	\$376.70	\$743,590
Dishwashers and Disposals	126	\$34.48	\$68,069
Refrigerators and Freezers	124	\$101.75	\$200,855
Clothes Washers	127	\$63.52	\$125,384
Clothes Dryers	128	\$48.85	\$96,431
Cooking Stoves and Ovens	126	\$59.62	\$117,691
Microwave Ovens	123	\$15.67	\$30,931
Window Air Conditioners	104	\$7.29	\$14,386
Electric Floor Cleaning Equipment	120	\$26.94	\$53,174
Sewing Machines and Miscellaneous Appliances	117	\$18.96	\$37,429

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	131	\$98.45	\$194,329
Housewares	112	\$96.43	\$190,339
Small Appliances	124	\$40.53	\$80,012
Window Coverings	143	\$55.61	\$109,780
Lamps and Other Lighting Fixtures	132	\$31.03	\$61,253
Infant Equipment	36	\$7.33	\$14,464
Rental of Furniture	105	\$4.88	\$9,628
Laundry and Cleaning Equipment	122	\$27.26	\$53,808
Closet and Storage Items	26	\$6.55	\$12,935
Luggage	134	\$12.42	\$24,515
Clocks and Other Household Decoratives	37	\$76.52	\$151,038
Telephones and Accessories	88	\$37.52	\$74,055
Telephone Answering Devices	120	\$1.01	\$1,997
Grills and Outdoor Equipment	34	\$17.81	\$35,153
Power Tools	115	\$36.67	\$72,390
Hand Tools	125	\$12.88	\$25,427
Office Furniture/Equipment for Home Use	135	\$22.11	\$43,640
Computers and Hardware for Home Use	130	\$248.47	\$490,463
Software and Accessories for Home Use	130	\$37.17	\$73,368
Other Household Items (4)	123	\$127.68	\$252,039

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

2010 Housing Summary		2010 Demographic Summary		
Housing Units	14,883	Population	39,237	
2010-2015 Percent Change	6.71%	Households	14,026	
Percent Occupied	94.2%	Families	10,651	
Percent Owner HHS	77.3%	Median Age	36.7	
Median Home Value	\$188,317	Median Household Income	\$82,569	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		165	\$19,530.78	\$273,940,873
Mortgage Interest		172	\$7,981.66	\$111,951,654
Mortgage Principal		168	\$3,330.51	\$46,714,047
Property Taxes		158	\$3,488.04	\$48,923,666
Homeowners Insurance		153	\$687.47	\$9,642,571
Ground Rent		127	\$92.37	\$1,295,552
Maintenance and Remodeling Services		165	\$3,263.13	\$45,769,028
Maintenance and Remodeling Materials		150	\$558.71	\$7,836,493
Property Management and Security		150	\$128.65	\$1,804,472
Rented Dwellings		110	\$3,764.22	\$52,797,358
Rent		109	\$3,563.74	\$49,985,469
Rent Received as Pay		93	\$85.73	\$1,202,472
Renters' Insurance		122	\$15.92	\$223,286
Maintenance and Repair Services		111	\$23.43	\$328,690
Maintenance and Repair Materials		142	\$75.39	\$1,057,440
Owned Vacation Homes		165	\$767.59	\$10,766,355
Mortgage Payment		172	\$351.20	\$4,926,009
Property Taxes		157	\$176.68	\$2,478,164
Homeowners Insurance		154	\$22.87	\$320,803
Maintenance and Remodeling		163	\$189.39	\$2,656,453
Property Management and Security		160	\$27.44	\$384,925
Housing While Attending School		163	\$133.00	\$1,865,504
Household Operations		155	\$2,445.91	\$34,306,593
Child Care		171	\$790.92	\$11,093,591
Care for Elderly or Handicapped		153	\$110.22	\$1,545,999
Appliance Rental and Repair		150	\$36.60	\$513,393
Computer Information Services		148	\$362.00	\$5,077,447
Home Security System Services		166	\$43.43	\$609,135
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.68	\$93,730
Housekeeping Services		165	\$253.35	\$3,553,542
Lawn and Garden		152	\$636.60	\$8,928,958
Moving/Storage/Freight Express		144	\$87.50	\$1,227,315
PC Repair (Personal Use)		141	\$12.46	\$174,718
Reupholstering/Furniture Repair		163	\$12.89	\$180,784
Termite/Pest Control		157	\$38.29	\$537,002
Water Softening Services		116	\$6.52	\$91,396
Internet Services Away from Home		153	\$4.09	\$57,365
Voice Over IP Service		143	\$9.57	\$134,218
Other Home Services (1)		151	\$34.65	\$485,980

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	142	\$6,414.37	\$89,968,729
Bottled Gas	103	\$69.74	\$978,194
Electricity	141	\$2,387.07	\$33,481,303
Fuel Oil	115	\$128.50	\$1,802,289
Natural Gas	148	\$966.06	\$13,550,033
Telephone Services	140	\$2,028.97	\$28,458,510
Water and Other Public Services	151	\$826.06	\$11,586,362
Coal/Wood/Other Fuel	96	\$8.27	\$116,014
Housekeeping Supplies	144	\$1,007.64	\$14,133,325
Laundry and Cleaning Supplies	142	\$271.38	\$3,806,434
Postage and Stationery	143	\$293.11	\$4,111,141
Other HH Products (2)	145	\$443.22	\$6,216,683
Household Textiles	150	\$200.18	\$2,807,750
Bathroom Linens	148	\$26.28	\$368,613
Bedroom Linens	150	\$93.33	\$1,309,105
Kitchen and Dining Room Linens	152	\$4.70	\$65,974
Curtains and Draperies	155	\$44.72	\$627,258
Slipcovers, Decorative Pillows	154	\$6.60	\$92,590
Materials for Slipcovers/Curtains	143	\$21.90	\$307,130
Other Linens	152	\$2.66	\$37,264
Furniture	156	\$938.93	\$13,169,584
Mattresses and Box Springs	149	\$118.62	\$1,663,842
Other Bedroom Furniture	158	\$169.27	\$2,374,160
Sofas	153	\$231.36	\$3,245,143
Living Room Tables and Chairs	153	\$127.17	\$1,783,696
Kitchen, Dining Room Furniture	160	\$99.31	\$1,392,946
Infant Furniture	160	\$17.87	\$250,585
Outdoor Furniture	167	\$44.65	\$626,197
Wall Units, Cabinets, Other Furniture (3)	164	\$130.75	\$1,833,889
Major Appliances	148	\$448.39	\$6,289,210
Dishwashers and Disposals	151	\$41.44	\$581,217
Refrigerators and Freezers	149	\$122.67	\$1,720,575
Clothes Washers	151	\$75.55	\$1,059,659
Clothes Dryers	152	\$57.84	\$811,260
Cooking Stoves and Ovens	151	\$71.22	\$998,918
Microwave Ovens	143	\$18.26	\$256,077
Window Air Conditioners	113	\$7.94	\$111,348
Electric Floor Cleaning Equipment	138	\$31.08	\$435,957
Sewing Machines and Miscellaneous Appliances	139	\$22.43	\$314,619

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	157	\$117.71	\$1,651,075
Housewares	131	\$112.62	\$1,579,661
Small Appliances	143	\$46.80	\$656,418
Window Coverings	177	\$68.74	\$964,170
Lamps and Other Lighting Fixtures	159	\$37.49	\$525,807
Infant Equipment	41	\$8.34	\$116,919
Rental of Furniture	108	\$5.02	\$70,388
Laundry and Cleaning Equipment	142	\$31.75	\$445,267
Closet and Storage Items	30	\$7.59	\$106,414
Luggage	161	\$14.93	\$209,469
Clocks and Other Household Decoratives	45	\$91.75	\$1,286,840
Telephones and Accessories	102	\$43.52	\$610,394
Telephone Answering Devices	138	\$1.16	\$16,317
Grills and Outdoor Equipment	42	\$22.00	\$308,528
Power Tools	134	\$42.91	\$601,812
Hand Tools	143	\$14.74	\$206,785
Office Furniture/Equipment for Home Use	164	\$26.84	\$376,474
Computers and Hardware for Home Use	151	\$288.92	\$4,052,381
Software and Accessories for Home Use	152	\$43.31	\$607,470
Other Household Items (4)	145	\$150.14	\$2,105,845

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

2010 Housing Summary		2010 Demographic Summary		
Housing Units	39,467	Population	101,695	
2010-2015 Percent Change	8.64%	Households	36,922	
Percent Occupied	93.6%	Families	28,194	
Percent Owner HHs	78.8%	Median Age	37.3	
Median Home Value	\$204,950	Median Household Income	\$86,522	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		175	\$20,704.35	\$764,447,870
Mortgage Interest		182	\$8,464.70	\$312,534,368
Mortgage Principal		179	\$3,537.16	\$130,599,289
Property Taxes		166	\$3,684.45	\$136,037,448
Homeowners Insurance		162	\$729.84	\$26,947,301
Ground Rent		135	\$97.90	\$3,614,492
Maintenance and Remodeling Services		174	\$3,457.08	\$127,642,467
Maintenance and Remodeling Materials		161	\$598.22	\$22,087,648
Property Management and Security		158	\$135.00	\$4,984,386
Rented Dwellings		108	\$3,721.13	\$137,392,021
Rent		108	\$3,515.25	\$129,790,203
Rent Received as Pay		92	\$84.97	\$3,137,110
Renters' Insurance		123	\$16.04	\$592,146
Maintenance and Repair Services		114	\$24.05	\$888,110
Maintenance and Repair Materials		152	\$80.83	\$2,984,453
Owned Vacation Homes		174	\$809.82	\$29,900,155
Mortgage Payment		182	\$370.48	\$13,679,021
Property Taxes		165	\$185.88	\$6,863,144
Homeowners Insurance		162	\$24.02	\$886,774
Maintenance and Remodeling		172	\$200.58	\$7,405,755
Property Management and Security		169	\$28.86	\$1,065,460
Housing While Attending School		173	\$140.62	\$5,191,871
Household Operations		163	\$2,569.81	\$94,882,564
Child Care		179	\$825.50	\$30,479,018
Care for Elderly or Handicapped		157	\$113.52	\$4,191,552
Appliance Rental and Repair		159	\$38.63	\$1,426,107
Computer Information Services		156	\$381.02	\$14,068,010
Home Security System Services		175	\$45.75	\$1,689,144
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.79	\$250,717
Housekeeping Services		174	\$266.00	\$9,821,422
Lawn and Garden		161	\$675.27	\$24,932,404
Moving/Storage/Freight Express		152	\$92.18	\$3,403,541
PC Repair (Personal Use)		149	\$13.15	\$485,494
Reupholstering/Furniture Repair		171	\$13.59	\$501,685
Termite/Pest Control		167	\$40.67	\$1,501,522
Water Softening Services		125	\$6.99	\$258,151
Internet Services Away from Home		161	\$4.31	\$159,042
Voice Over IP Service		149	\$9.95	\$367,339
Other Home Services (1)		159	\$36.49	\$1,347,281

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	149	\$6,737.60	\$248,766,321
Bottled Gas	113	\$76.30	\$2,816,999
Electricity	148	\$2,507.21	\$92,571,285
Fuel Oil	122	\$136.13	\$5,026,049
Natural Gas	155	\$1,010.68	\$37,316,436
Telephone Services	147	\$2,127.64	\$78,556,767
Water and Other Public Services	159	\$870.58	\$32,143,580
Coal/Wood/Other Fuel	105	\$9.09	\$335,756
Housekeeping Supplies	151	\$1,060.95	\$39,172,335
Laundry and Cleaning Supplies	150	\$285.08	\$10,525,610
Postage and Stationery	151	\$309.65	\$11,432,963
Other HH Products (2)	152	\$466.22	\$17,213,846
Household Textiles	159	\$211.18	\$7,797,166
Bathroom Linens	155	\$27.59	\$1,018,702
Bedroom Linens	158	\$98.07	\$3,620,948
Kitchen and Dining Room Linens	160	\$4.95	\$182,907
Curtains and Draperies	165	\$47.50	\$1,753,911
Slipcovers, Decorative Pillows	161	\$6.90	\$254,628
Materials for Slipcovers/Curtains	153	\$23.38	\$863,180
Other Linens	159	\$2.79	\$102,904
Furniture	164	\$987.54	\$36,462,049
Mattresses and Box Springs	157	\$125.17	\$4,621,403
Other Bedroom Furniture	165	\$177.54	\$6,555,301
Sofas	160	\$242.94	\$8,969,767
Living Room Tables and Chairs	162	\$134.03	\$4,948,750
Kitchen, Dining Room Furniture	168	\$104.29	\$3,850,590
Infant Furniture	167	\$18.68	\$689,545
Outdoor Furniture	177	\$47.13	\$1,740,098
Wall Units, Cabinets, Other Furniture (3)	173	\$137.77	\$5,086,656
Major Appliances	157	\$475.13	\$17,542,922
Dishwashers and Disposals	161	\$44.16	\$1,630,359
Refrigerators and Freezers	158	\$129.92	\$4,796,771
Clothes Washers	160	\$79.81	\$2,946,807
Clothes Dryers	160	\$60.98	\$2,251,550
Cooking Stoves and Ovens	160	\$75.58	\$2,790,725
Microwave Ovens	150	\$19.18	\$708,169
Window Air Conditioners	120	\$8.40	\$310,013
Electric Floor Cleaning Equipment	147	\$33.12	\$1,222,897
Sewing Machines and Miscellaneous Appliances	149	\$23.99	\$885,685

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	165	\$123.68	\$4,566,603
Housewares	138	\$118.52	\$4,375,824
Small Appliances	150	\$49.23	\$1,817,673
Window Coverings	188	\$73.01	\$2,695,535
Lamps and Other Lighting Fixtures	167	\$39.49	\$1,458,081
Infant Equipment	43	\$8.71	\$321,547
Rental of Furniture	110	\$5.10	\$188,405
Laundry and Cleaning Equipment	150	\$33.50	\$1,237,058
Closet and Storage Items	32	\$7.99	\$294,827
Luggage	170	\$15.75	\$581,379
Clocks and Other Household Decoratives	47	\$96.72	\$3,571,283
Telephones and Accessories	107	\$45.53	\$1,681,045
Telephone Answering Devices	147	\$1.23	\$45,557
Grills and Outdoor Equipment	44	\$23.22	\$857,379
Power Tools	143	\$45.63	\$1,684,639
Hand Tools	150	\$15.47	\$571,049
Office Furniture/Equipment for Home Use	173	\$28.30	\$1,044,829
Computers and Hardware for Home Use	159	\$303.83	\$11,217,943
Software and Accessories for Home Use	160	\$45.58	\$1,682,903
Other Household Items (4)	153	\$159.24	\$5,879,375

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Households		1,974	2,059
Families		1,432	1,488
Median Household Income		\$63,761	\$76,595
Males per 100 Females		94.4	94.8
Population By Age			
Population <5 Years		9.2%	8.9%
Population 5-17 Years		21.2%	21.1%
Population 65+ Years		8.1%	9.3%
Median Age		34.0	34.2
	Spending Potential Index	Average Amount Spent	Total
Health Care	120	\$4,453.36	\$8,790,742
Medical Care	120	\$2,153.04	\$4,250,011
Physician Services	125	\$282.33	\$557,317
Dental Services	124	\$403.00	\$795,513
Eyecare Services	125	\$62.42	\$123,204
Lab Tests, X-Rays	122	\$67.38	\$133,012
Hospital Room and Hospital Services	125	\$171.61	\$338,742
Convalescent or Nursing Home Care	112	\$25.93	\$51,188
Other Medical services (1)	127	\$142.40	\$281,098
Nonprescription Drugs	117	\$120.49	\$237,833
Prescription Drugs	114	\$569.07	\$1,123,311
Nonprescription Vitamins	118	\$67.05	\$132,348
Medicare Prescription Drug Premium	101	\$50.35	\$99,389
Eyeglasses and Contact Lenses	127	\$97.61	\$192,684
Hearing Aids	98	\$21.22	\$41,889
Medical Equipment for General Use	130	\$8.24	\$16,273
Other Medical Supplies (2)	123	\$63.17	\$124,688
Health Insurance	119	\$2,302.46	\$4,544,945
Blue Cross/Blue Shield	123	\$686.92	\$1,355,956
Commercial Health Insurance	131	\$491.45	\$970,104
Health Maintenance Organization	126	\$419.62	\$828,312
Medicare Payments	103	\$424.86	\$838,659
Long Term Care Insurance	116	\$97.30	\$192,072
Other Health Insurance (3)	109	\$184.57	\$364,334

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



Medical Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Households		14,026	14,893
Families		10,651	11,226
Median Household Income		\$82,569	\$95,315
Males per 100 Females		97.9	98.2
Population By Age			
Population <5 Years		8.2%	8.0%
Population 5-17 Years		20.8%	20.4%
Population 65+ Years		9.1%	10.4%
Median Age		36.7	36.4
		Spending Potential Index	Average Amount Spent
			Total
Health Care		139	\$5,184.91
Medical Care		140	\$2,511.11
Physician Services	146	\$330.70	\$4,638,454
Dental Services	146	\$475.10	\$6,663,797
Eyecare Services	146	\$72.95	\$1,023,166
Lab Tests, X-Rays	142	\$78.04	\$1,094,615
Hospital Room and Hospital Services	145	\$198.85	\$2,789,144
Convalescent or Nursing Home Care	126	\$29.13	\$408,525
Other Medical services (1)	148	\$165.63	\$2,323,198
Nonprescription Drugs	137	\$141.60	\$1,986,071
Prescription Drugs	133	\$662.06	\$9,286,141
Nonprescription Vitamins	140	\$79.05	\$1,108,723
Medicare Prescription Drug Premium	112	\$55.87	\$783,640
Eyeglasses and Contact Lenses	148	\$114.05	\$1,599,713
Hearing Aids	115	\$25.06	\$351,555
Medical Equipment for General Use	156	\$9.87	\$138,448
Other Medical Supplies (2)	143	\$73.09	\$1,025,108
Health Insurance		138	\$2,673.96
Blue Cross/Blue Shield	145	\$814.22	\$11,420,294
Commercial Health Insurance	153	\$572.99	\$8,036,866
Health Maintenance Organization	147	\$488.39	\$6,850,197
Medicare Payments	116	\$477.79	\$6,701,497
Long Term Care Insurance	138	\$115.23	\$1,616,185
Other Health Insurance (3)	122	\$205.52	\$2,882,613

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



Medical Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Households		36,922	39,888
Families		28,194	30,282
Median Household Income		\$86,522	\$101,220
Males per 100 Females		95.8	95.5
Population By Age			
Population <5 Years		7.6%	7.6%
Population 5-17 Years		20.1%	19.9%
Population 65+ Years		9.6%	11.1%
Median Age		37.3	36.9
		Spending Potential Index	Average Amount Spent
			Total
Health Care		146	\$5,457.59
Medical Care		148	\$2,647.11
Physician Services	154	\$349.27	\$12,895,887
Dental Services	154	\$501.67	\$18,522,883
Eyecare Services	154	\$77.05	\$2,844,868
Lab Tests, X-Rays	150	\$82.85	\$3,058,934
Hospital Room and Hospital Services	153	\$209.62	\$7,739,661
Convalescent or Nursing Home Care	129	\$29.79	\$1,099,938
Other Medical services (1)	157	\$175.16	\$6,467,437
Nonprescription Drugs	145	\$149.35	\$5,514,312
Prescription Drugs	140	\$697.23	\$25,743,049
Nonprescription Vitamins	147	\$83.29	\$3,075,420
Medicare Prescription Drug Premium	116	\$57.74	\$2,131,758
Eyeglasses and Contact Lenses	157	\$120.39	\$4,445,055
Hearing Aids	122	\$26.60	\$982,058
Medical Equipment for General Use	163	\$10.31	\$380,679
Other Medical Supplies (2)	150	\$76.77	\$2,834,603
Health Insurance		145	\$2,810.49
Blue Cross/Blue Shield	153	\$859.12	\$31,720,562
Commercial Health Insurance	162	\$604.08	\$22,303,813
Health Maintenance Organization	154	\$514.68	\$19,002,877
Medicare Payments	120	\$495.60	\$18,298,691
Long Term Care Insurance	146	\$121.66	\$4,492,054
Other Health Insurance (3)	128	\$215.36	\$7,951,604

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		5,148	5,404
Households		1,974	2,059
Families		1,432	1,488
Median Age		34.0	34.2
Median Household Income		\$63,761	\$76,595
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	136	\$840.77	\$1,659,642
Admission to Movies, Theater, Opera, Ballet	132	\$200.28	\$395,334
Admission to Sporting Events, excl.Trips	140	\$83.14	\$164,118
Fees for Participant Sports, excl.Trips	134	\$142.72	\$281,714
Fees for Recreational Lessons	142	\$193.74	\$382,434
Membership Fees for Social/Recreation/Civic Clubs	134	\$219.98	\$434,228
Dating Services	119	\$0.92	\$1,812
Rental of Video Cassettes and DVDs	131	\$54.15	\$106,884
Toys & Games	129	\$187.21	\$369,538
Toys and Playground Equipment	129	\$181.97	\$359,194
Play Arcade Pinball/Video Games	126	\$2.38	\$4,695
Online Entertainment and Games	132	\$3.05	\$6,027
Recreational Vehicles and Fees	118	\$382.57	\$755,179
Docking and Landing Fees for Boats and Planes	132	\$9.37	\$18,504
Camp Fees	139	\$40.11	\$79,183
Purchase of RVs or Boats	116	\$322.12	\$635,857
Rental of RVs or Boats	133	\$11.36	\$22,420
Sports, Recreation and Exercise Equipment	103	\$186.67	\$368,488
Exercise Equipment and Gear, Game Tables	110	\$90.14	\$177,931
Bicycles	136	\$26.99	\$53,284
Camping Equipment	54	\$7.83	\$15,452
Hunting and Fishing Equipment	73	\$28.16	\$55,593
Winter Sports Equipment	127	\$8.20	\$16,196
Water Sports Equipment	116	\$7.75	\$15,289
Other Sports Equipment	133	\$12.56	\$24,787
Rental/Repair of Sports/Recreation/Exercise Equipment	131	\$5.23	\$10,332
Photographic Equipment and Supplies	132	\$136.81	\$270,052
Film	119	\$8.76	\$17,297
Film Processing	128	\$28.72	\$56,694
Photographic Equipment	134	\$57.58	\$113,651
Photographer Fees/Other Supplies & Equip Rental/Repair	136	\$41.86	\$82,627
Reading	126	\$194.72	\$384,360
Magazine/Newspaper Subscriptions	124	\$78.52	\$155,002
Magazine/Newspaper Single Copies	120	\$22.95	\$45,309
Books	129	\$93.43	\$184,431

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661

Longitude: -84.2575

Demographic Summary		2010	2015
Population		39,237	41,632
Households		14,026	14,893
Families		10,651	11,226
Median Age		36.7	36.4
Median Household Income		\$82,569	\$95,315
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	164	\$1012.68	\$14,203,999
Admission to Movies, Theater, Opera, Ballet	156	\$236.06	\$3,311,072
Admission to Sporting Events, excl.Trips	170	\$101.36	\$1,421,751
Fees for Participant Sports, excl.Trips	160	\$171.03	\$2,398,886
Fees for Recreational Lessons	174	\$237.63	\$3,333,027
Membership Fees for Social/Recreation/Civic Clubs	162	\$265.61	\$3,725,421
Dating Services	128	\$0.99	\$13,841
Rental of Video Cassettes and DVDs	149	\$61.35	\$860,507
Toys & Games	149	\$217.37	\$3,048,851
Toys and Playground Equipment	150	\$211.39	\$2,965,008
Play Arcade Pinball/Video Games	136	\$2.58	\$36,145
Online Entertainment and Games	147	\$3.42	\$47,905
Recreational Vehicles and Fees	146	\$470.26	\$6,595,895
Docking and Landing Fees for Boats and Planes	161	\$11.40	\$159,935
Camp Fees	171	\$49.29	\$691,340
Purchase of RVs or Boats	142	\$395.74	\$5,550,632
Rental of RVs or Boats	162	\$13.86	\$194,438
Sports, Recreation and Exercise Equipment	122	\$221.92	\$3,112,712
Exercise Equipment and Gear, Game Tables	132	\$108.45	\$1,521,133
Bicycles	159	\$31.44	\$441,050
Camping Equipment	63	\$9.08	\$127,340
Hunting and Fishing Equipment	86	\$32.97	\$462,425
Winter Sports Equipment	152	\$9.85	\$138,158
Water Sports Equipment	141	\$9.40	\$131,875
Other Sports Equipment	153	\$14.48	\$203,157
Rental/Repair of Sports/Recreation/Exercise Equipment	156	\$6.26	\$87,785
Photographic Equipment and Supplies	155	\$160.49	\$2,251,009
Film	137	\$10.09	\$141,487
Film Processing	148	\$33.17	\$465,202
Photographic Equipment	157	\$67.37	\$944,924
Photographer Fees/Other Supplies & Equip Rental/Repair	162	\$49.87	\$699,516
Reading	147	\$227.32	\$3,188,463
Magazine/Newspaper Subscriptions	145	\$91.86	\$1,288,471
Magazine/Newspaper Single Copies	135	\$25.83	\$362,363
Books	152	\$109.64	\$1,537,831

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2661
Longitude: -84.2575

Demographic Summary		2010	2015
Population		101,695	109,557
Households		36,922	39,888
Families		28,194	30,282
Median Age		37.3	36.9
Median Household Income		\$86,522	\$101,220
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	172	\$1063.87	\$39,280,314
Admission to Movies, Theater, Opera, Ballet	163	\$247.62	\$9,142,477
Admission to Sporting Events, excl.Trips	179	\$106.27	\$3,923,721
Fees for Participant Sports, excl.Trips	169	\$180.21	\$6,653,660
Fees for Recreational Lessons	183	\$250.17	\$9,236,634
Membership Fees for Social/Recreation/Civic Clubs	170	\$278.59	\$10,286,030
Dating Services	133	\$1.02	\$37,793
Rental of Video Cassettes and DVDs	156	\$64.31	\$2,374,400
Toys & Games	157	\$228.42	\$8,433,878
Toys and Playground Equipment	157	\$222.16	\$8,202,784
Play Arcade Pinball/Video Games	143	\$2.71	\$99,932
Online Entertainment and Games	153	\$3.55	\$131,180
Recreational Vehicles and Fees	157	\$506.10	\$18,686,452
Docking and Landing Fees for Boats and Planes	170	\$12.05	\$445,079
Camp Fees	180	\$51.99	\$1,919,759
Purchase of RVs or Boats	153	\$427.40	\$15,780,347
Rental of RVs or Boats	171	\$14.66	\$541,345
Sports, Recreation and Exercise Equipment	130	\$234.89	\$8,672,748
Exercise Equipment and Gear, Game Tables	139	\$114.37	\$4,222,882
Bicycles	167	\$32.96	\$1,216,961
Camping Equipment	67	\$9.63	\$355,725
Hunting and Fishing Equipment	92	\$35.37	\$1,306,072
Winter Sports Equipment	162	\$10.48	\$386,998
Water Sports Equipment	151	\$10.07	\$371,802
Other Sports Equipment	161	\$15.29	\$564,380
Rental/Repair of Sports/Recreation/Exercise Equipment	168	\$6.72	\$247,947
Photographic Equipment and Supplies	163	\$169.09	\$6,243,303
Film	145	\$10.67	\$393,906
Film Processing	156	\$35.04	\$1,293,625
Photographic Equipment	165	\$70.71	\$2,610,610
Photographer Fees/Other Supplies & Equip Rental/Repair	171	\$52.68	\$1,945,169
Reading	154	\$239.16	\$8,830,238
Magazine/Newspaper Subscriptions	153	\$96.64	\$3,568,168
Magazine/Newspaper Single Copies	141	\$27.08	\$999,732
Books	160	\$115.44	\$4,262,365

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst